

1985 ONTARIO EXIT SURVEY

TRAVEL ASSOCIATION
REGIONS 7-12: NORTHERN ONTARIO

VOLUME VIII



Tourism Research Section
MINISTRY OF TOURISM AND RECREATION
January, 1987



This comprehensive study was conducted on behalf of the Ministry of Tourism and Recreation by Traveldata International. This is a summary of the main findings. Detailed tables are available on request.

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TABLE OF CONTENTS

	<u>Page</u>
FOREWORD	1
HIGHLIGHTS	2
DETAILED FINDINGS	7
SECTION I: TRIP CHARACTERISTICS (ALL ORIGINS)	7
1. Origin of Same Day Visitors	7
2. Origin of Overnight Visitors	8
3. Length of Stay	9
4. Seasonality By Length of Stay.....	10
5. Purpose of Trip	11
6. Accommodation	12
7. Activities Participated in at Main Destination	13
8. Ontario Tourism Advertising	14
SECTION II: TRIP EXPENDITURES (ALL ORIGINS)	15
1. Expenditure By Origin Region	15
2. Average Expenditure By Origin and Destination Region	16
3. Itemized Expenditure	17
4. Average And Total Expenditure By Length of Stay	18
5. Average and Total Expenditure By Main Purpose of Trip ...	19

TABLE OF CONTENTS (continued)

	<u>Page</u>
SECTION III: SOCIO-ECONOMIC CHARACTERISTICS (ALL ORIGINS) ...	20
1. Age and Income of Visitors	20
2. Occupation and Education of Visitors	21
SECTION IV: TRIP CHARACTERISTICS (U.S. ORIGIN, HIGHWAY MODE). ...	22
1. Origin of Same Day Visitors	22
2. Origin of Overnight Visitors	23
3. Length of Stay	24
4. Seasonality By Length of Stay	25
5. Purpose of Trip	26
6. Accommodation	27
7. Activities Participated in at Main Destination	28
8. Ontario Tourism Advertising	29
SECTION V: TRIP EXPENDITURES (U.S. ORIGIN, HIGHWAY MODE)	30
1. Expenditure By Origin Region	30
2. Average Expenditure By Origin and Destination Region	31
3. Itemized Expenditure	32
4. Average and Total Expenditure By Length of Stay	33
5. Average and Total Expenditure By Main Purpose of Trip ...	34
SECTION VI: SOCIO-ECONOMIC CHARACTERISTICS (U.S. ORIGIN, HIGHWAY MODE)	35
1. Age and Income of Visitors	35
2. Occupation and Education of Visitors	36

TABLE OF CONTENTS (continued)

	<u>Page</u>
SECTION VII: TRIP CHARACTERISTICS (CANADIAN ORIGIN).....	37
1. Origin of Same Day Visitors	37
2. Origin of Overnight Visitors	38
3. Length of Stay	39
4. Seasonality By Length of Stay	40
5. Purpose of Trip	41
6. Accommodation	42
7. Activities Participated in at Main Destination	43
8. Ontario Tourism Advertising	44
 SECTION V: TRIP EXPENDITURES (CANADIAN ORIGIN).....	 45
1. Expenditure By Origin Region	45
2. Average Expenditure By Origin and Destination Region	46
3. Itemized Expenditure	47
4. Average and Total Expenditure By Length of Stay	48
5. Average and Total Expenditure By Main Purpose of Trip ...	49
 SECTION VI: SOCIO-ECONOMIC CHARACTERISTICS (CANADIAN ORIGIN).	 50
1. Age and Income of Visitors	50
2. Occupation and Education of Visitors	51

TABLE OF CONTENTS (continued)

APPENDICES

I. STUDY DESIGN SUMMARY

II. TABLES

Table I-A: Same Day and Overnight Travel By Destination Region

Table I-B: Seasonality of Travel in Ontario By Length of Stay

Table I-C: Total Expenditure in Ontario By Origin and Destination Region

Table I-D: Age and Income of Visitors to Ontario

Table I-E: Occupation and Education of Visitors to Ontario

III. DEFINITIONS

A. Measurement of Household Travel

B. Expenditure Types

C. Activity Categories

D. Accommodation Categories

IV. MAPS

V. TALLY SHEETS, SCREENERS, QUESTIONNAIRES

VI. CONFIDENCE INTERVALS

FOREWORD

FOREWORD

The Ontario Ministry of Tourism and Recreation commissioned this study in order to determine the travel habits and characteristics of non-residents of Ontario travelling within the province. Travel by residents of Ontario is excluded. This information will be of assistance for the preparation of both marketing and developmental programs for this Travel Association Region in addition to general economic planning.

Travel data for this regional profile cover the following: origin of travellers, length of stay, seasonality, mode of transportation, purpose of trip, accommodation used, activity participation, tourism advertising, expenditures and socio-economic characteristics.

This calendar year 1985 study, which was conducted by Traveldata International, involved about 10,590 interviews of non-Ontario residents as they exited the province by highway, air and train. Full details on survey methodology are contained in the Technical Appendix which is available under separate documentation.

For any further queries in regards to the methodology employed or to this publication, please contact:

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NOTE: This report contains a separate analysis for the following mode/origin groupings:

- Total (All Origins, All Modes)
- U.S. Origin, Highway Mode; and
- Canadian Origin, All Modes.

Due to the small sample size in this region, the following mode/origin groupings will not be shown:

- U.S. Origin, Air Mode; and
- Other Countries Origin, All Modes.

HIGHLIGHTS
TAR 7-12: NORTHERN ONTARIO

HIGHLIGHTS
TAR 7-12: NORTHERN ONTARIO

Visitation/Trip Characteristics

A total of 2.050 million travellers visited Northern Ontario (TAR 7-12) during 1985, or about 10 percent of the total number of travellers to Ontario. Sixty-three percent of the travellers were overnight visitors, 37 percent day visitors. Seventy percent were United States residents, 30 percent Canadian residents.

With 753,000 day visitors, these regions have only a 5 percent share of day visitors to the province. Ninety percent originated from the United States (64% from Michigan alone), and 10 percent from Manitoba.

The 1.297 million overnight visitors represent 14 percent of all overnight visitors to the province. Fifty-eight percent are United States residents, and 41 percent Canadian residents (25 percent from Manitoba).

Fifty-two percent of travellers to the regions came during the summer season, from July to September; 72 percent came from April to September. January to March saw 14 percent of the visitors, as did October to December.

Day visitors were much more likely to visit the regions during the winter season from October to March. In fact, this season was more popular than April to June. Overnight visitors gravitated towards the July to September season.

Canadian overnight visitors strongly favoured the July to September season. Among United States highway travellers, the overnight visitors also favoured this season; however, half of the day visitors travelled to these regions from October to March.

For 51 percent of Canadian residents, recreation and pleasure was the main purpose of their trip. Another 38 percent were visiting friends and relatives. Among United States highway travellers, most (59%) were also travelling for recreation and pleasure, while another 23 percent came for shopping.

Some of the more popular activities for Canadian residents included outdoor/sporting activities, visiting friends and relatives, sightseeing, eating in a restaurant, and shopping. Also, some went on a boat/rail tour, to a historical site, or to a museum/gallery.

United States highway travellers favoured shopping, eating in a restaurant, outdoor/sporting activities, sightseeing, as well as going on a boat/rail tour or visiting a historical site. Canadians generally were involved in more activities per trip than Americans.

The 1.297 million visitors who stayed overnight spent a total of 8.058 million nights in the regions, or an average of 5.37 nights. Those 8 million nights represent 18 percent of the total nights spent by visitors in Ontario. Canadian residents contributed 48 percent of those nights, United States highway travellers 49 percent.

Of those 8.058 million nights, 26 percent were spent with friends or relatives, 24 percent camping, 21 percent at a private cottage, and 14

percent at a hotel or motel. Canadian residents were likely to stay with friends or relatives (43%), go camping (25%), stay at a private cottage (17%), or at a hotel or motel (12%). United States highway travellers were likely to stay at a private cottage (26%), go camping (23%), stay at a resort lodge (16%), or at a hotel or motel (11%).

Trip Expenditures

A total of \$260.7 million (Canadian) was spent by travellers in these regions, 12 percent of all the expenditures by travellers in Ontario. Overnight visitors contribute 94 percent of the dollars spent in the region. United States residents account for 71 percent of the total expenditures, Canadian residents 28 percent, and all other countries 1 percent.

United States residents have an average expenditure per trip of \$118.00, which is slightly higher than that of Canadian residents (\$93.82). The overall regional average of \$109.39 is quite favourable compared to other TAR regions.

The average expenditure for day visitors was \$19.55 and for overnight visitors was \$153.01.

The travellers spent most of their money on accommodation (31%), food and beverage (24%), and automobile expenses (18%). Five percent of the expenses were pre-paid. United States highway travellers spent a larger proportion of their dollars on accommodation. Canadians spent less on accommodation, but more on food and beverages, automobile expenses, and other items. United States highway travellers had a higher proportion of pre-paid expenditures (7% versus 2% for Canadians).

Socio-Economic Characteristics

Of the day visitors to the region, approximately 3 in 10 were under 19 years, one-quarter were 20 to 34 years of age, another quarter were 35 to 54 years of age, and 2 in 10 were over 55 years. Among overnight visitors, there were fewer young individuals. Only 15 percent were under 19 years, but there were still one-quarter between 20 to 34 and another quarter between 35 to 54. The number of individuals over 55 years was larger (around 3 in 10).

Forty-four percent of visitors had a high school education only, while 42 percent of day visitors and 30 percent of overnight visitors had completed university.

Overnight visitors were more likely to have a higher household income. Twenty-seven percent of overnight visitors have a household income over \$60,000 (Canadian) per year, as opposed to 20 percent for day visitors. Forty-seven percent of day visitors have a household income less than \$30,000, whereas only 30 percent of overnight visitors are in this category.

Overnight visitors were more likely to come from a household where the chief wage earner was a professional/executive/owner/manager (40%) than day visitors (27%). Day visitors were more likely to be in a sales or clerical function (32% versus 14% for overnight visitors). One-quarter of both types of visitors were skilled labourers.

Summary

In terms of numbers of travellers, these regions are more dependent on United States residents (especially Michigan residents) than Canadian residents. Overnight visitors (63%) outnumber day visitors (37%) and out spend them as well (94% of expenditures in the regions). These regions receive 10 percent of all the travellers to Ontario and have a slightly larger share (12%) of their expenditures.

DETAILED FINDINGS

SECTION I
TRIP CHARACTERISTICS

TAR 7-12: NORTHERN ONTARIO

Table 1: Origin of Same Day Visitors

Origin	Destination			
	Region (1)		Province (2)	
	#	%	#	%
USA	674	89.5	13,119	81.8
Michigan	480	63.7	5,426	33.8
New York	1	0.1	5,606	34.9
Ohio	8	1.0	404	2.5
Pennsylvania	4	0.5	440	2.7
Illinois	23	3.1	160	1.0
Minnesota	73	9.7	75	0.5
Wisconsin	26	3.4	62	0.4
Indiana	9	1.2	94	0.6
Other USA	50	6.6	852	5.3
Canada	81	10.8	2,868	17.9
Maritimes	-	-	17	0.1
Québec	-	-	2,744	17.1
Manitoba	78	10.4	90	0.6
Saskatchewan	1	0.1	3	*
Alberta	1	0.1	10	0.1
British Columbia	1	0.1	4	*
Others	-	-	-	-
All Other Countries	-	-	57	0.4
United Kingdom	-	-	14	0.1
Total (Base) ('000):	753	100.0	16,042	100.0
	Person Trips		Person Trips	
Average Party Size Per Trip:	2.04		1.64	

(1) Based on Person Trips to the Region (where the Region is the Main Destination).

(2) Based on Person Trips to the Province.

* Less than .05 percent.

TAR 7-12: NORTHERN ONTARIO

Table 2: Origin of Overnight Visitors

Origin	Destination			
	Region		Province (1)	
	#	%	#	%
USA	<u>752</u>	<u>58.0</u>	<u>5,313</u>	<u>58.6</u>
Michigan	169	13.1	1,321	14.5
New York	39	3.0	1,074	11.8
Ohio	63	4.9	533	5.9
Pennsylvania	30	2.3	476	5.2
Illinois	63	4.9	243	2.7
Minnesota	162	12.5	214	2.4
Wisconsin	53	4.1	132	1.5
Indiana	40	3.1	114	1.3
Other USA	133	10.3	1,206	13.3
Canada	<u>528</u>	<u>40.7</u>	<u>3,391</u>	<u>37.2</u>
Maritimes	30	2.3	487	5.3
Québec	96	7.4	1,827	20.1
Manitoba	320	24.7	523	5.7
Saskatchewan	28	2.2	84	0.9
Alberta	22	1.7	223	2.5
British Columbia	25	1.9	217	2.4
Others	7	0.6	30	0.3
All Other Countries	<u>17</u>	<u>1.3</u>	<u>398</u>	<u>4.4</u>
United Kingdom	<u>7</u>	<u>0.5</u>	<u>106</u>	<u>1.2</u>
Total (Base) ('000):	1,297	100.0	9,100	100.0
	Person Trips		Person Trips	

(1) Note that two measures of overnight travel are employed, namely Person Visits and Person Trips. The former gives an accurate count of visitation to any given Region within the province, whereas the latter, which is on a main destination basis, is not precise as it does not reflect visitation which may have been made to different Regions on the same trip. Therefore, the grand total of Person Trips/Person Visits for all Regions combined does not reflect a correct provincial total. Only the sum of same day and overnight Person Trips for all Regions combined can be used as the total for Ontario.

TAR 7-12: NORTHERN ONTARIO

Table 3: Length of Stay

<u>Length of Stay</u>	<u>Destination</u>			
	<u>Region(1)</u>		<u>Province(2)</u>	
	#	%	#	%
Day visitors	753	36.7	16,042	63.8
Overnight visitors	<u>1,297</u>	<u>63.3</u>	<u>9,100</u>	<u>36.2</u>
Total (Base) ('000):	2,050	100.0	25,142	100.0

-
- (1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.
- (2) Based on Person Trips to the Province by same day and overnight visitors.

TAR 7-12: NORTHERN ONTARIO

Table 4: Seasonality By Length of Stay

<u>Season</u>	<u>Same Day</u>		<u>Overnight</u>	
	#	%	#	%
Jan/Feb/Mar	164	21.8	113	8.7
Apr/May/June	118	15.6	293	22.6
July/Aug/Sept	279	37.0	787	60.7
Oct/Nov/Dec	<u>193</u>	<u>25.6</u>	<u>104</u>	<u>8.0</u>
Total (Base) ('000):	753	100.0	1,297	100.0
	Person Trips		Person Trips	

(1) See Appendix Table I-B for Seasonality of Travel in Ontario in general.

TAR 7-12: NORTHERN ONTARIO

Table 5: Purpose of Trip

	Destination			
	Region		Province	
	#	%	#	%
<u>Main Purpose</u>				
Visiting friends/relatives	351	17.1	5,089	20.2
Recreation/pleasure	1,155	56.4	12,534	49.8
Shopping	343	16.8	2,741	10.9
Personal business	86	4.2	1,673	6.7
Convention	17	0.9	340	1.3
Other business	57	2.8	1,643	6.5
No main purpose	40	1.9	1,135	4.5
		100.0		100.0
<u>Other Purposes</u>				
Visiting friends/relatives	64	3.1	695	2.8
Recreation/pleasure	103	5.0	1,804	7.2
Shopping	100	4.9	1,479	5.9
Personal business	41	2.0	341	1.4
Convention	11	0.5	60	0.2
Other business	94	4.6	1,029	4.1
No other purposes	1,675	81.7	20,079	79.8
Base: Person Trips ('000)	2,050	101.8	25,142	101.4

TAR 7-12: NORTHERN ONTARIO

Table 6: Accommodation

	Destination			
	Region		Province	
	#	%	#	%
Friends/relatives	2,093	26.0	19,842	44.9
Hotel/motor hotel	514	6.4	7,156	16.2
Motel	432	5.4	3,551	8.0
Resort lodge	661	8.2	1,196	2.7
Commercial cottage/cabin	438	5.4	1,147	2.6
Private cottage	1,718	21.3	4,599	10.4
Camping/trailer	1,917	23.8	5,009	11.3
Outfitter/outpost	200	2.5	231	0.5
Marina/unorganized anchorage	36	0.5	72	0.2
All other types	<u>47</u>	<u>0.6</u>	<u>1,082</u>	<u>2.5</u>
Total (Base): Person Nights ('000)	8,058	100.0	44,165	100.0
Average length of stay (nights) in accommodation	5.37 (1)		4.85 (2)	

(1) Based on Person Visits to the Region.

(2) Based on Person Trips to the Province.

TAR 7-12: NORTHERN ONTARIO

Table 7: Activities Participated in at Main Destination

	Destination			
	Region		Province	
	#	%	#	%
<u>General Activities</u>				
Outdoor/sporting activities	869	42.4	4,846	19.3
Sightseeing/touring	847	41.3	9,694	38.5
Shopping	949	46.3	10,103	40.2
Eating in a restaurant	870	42.4	12,722	50.6
Visiting friends/relatives	456	22.2	5,786	23.0
<u>Specific Activities</u>				
Went on a boat/rail tour	203	9.9	1,420	5.6
Went to historical sites	210	10.2	2,615	10.4
Went to sporting events	66	3.2	810	3.2
Went to museum/galleries	114	5.6	1,650	6.6
Went to exhibitions/fairs/special events	69	3.4	1,249	5.0
Went to attractions/zoos/amusement parks	71	3.4	2,484	9.9
Went to live theatre/dance/music concerts	42	2.1	675	2.7
<u>Business</u>				
Personal business	88	4.3	2,837	11.3
Business/conventions	42	2.0	1,423	5.7
<u>Other</u>				
Other activities	170	8.3	2,303	9.2
None of these/not stated	19	0.9	577	2.3
TOTAL ⁽¹⁾	5,085	247.9	61,194	243.5
Base: Person Trips ('000)	2,050		25,142	
Average number of activities per Person Trip:	2.48		2.43	

(1) Totals add to more than bases and corresponding percentages to more than 100 percent as Person Trips can be associated with multiple activities.

Table 8: Ontario Tourism Advertising

	Destination	
	Region (1)	Province (2)
<u>Recall Ontario Vacation Travel Advertising in Past Six Months</u>	%	%
No	43.9	40.1
Yes	56.1	59.9
<u>Where Advertising Seen</u>	(100%)	(100%)
Brochure	13.4	10.7
Magazine Advertisement	23.1	22.4
Newspaper Advertisement	31.3	41.1
Newspaper Supplement	6.0	6.8
Radio	22.7	27.6
Television	69.3	78.4
Billboard	5.0	7.0
Travel Agency	2.6	7.4
Ontario Travel Centre	2.7	3.0
Other	8.8	5.0
<u>Influence of Advertising</u>		
<u>Prompted Me To Find Out More About Ontario To A:</u>		
Large degree	10.1	13.2
Small degree	22.0	26.3
Not at all	67.9	60.2
Don't know/not stated	0.1	0.3
<u>Influenced My Decision To Travel To Ontario To A:</u>		
Large degree	9.3	11.9
Small degree	16.9	20.3
Not at all	73.7	67.5
Don't know/not stated	0.1	0.3
<u>Helped Me Decide Which Places or Attractions To Visit To A:</u>		
Large Degree	9.4	13.4
Small degree	16.8	19.5
Not at all	73.5	66.8
Don't know/not stated	0.2	0.3
Base ('000):	1,451	15,064

(1) Based on Person Trips to the Region by same day visitors and Person Trips to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

SECTION II
TRIP EXPENDITURES

TAR 7-12: NORTHERN ONTARIO

Table 1: Expenditure By Origin Region⁽¹⁾

Origin	Destination			
	Region		Province	
	\$	%	\$	%
Total ⁽²⁾ ('000)	<u>260,661</u>	<u>100.0</u>	<u>2,223,876</u>	<u>100.0</u>
USA	<u>183,955</u>	<u>70.6</u>	<u>1,302,604</u>	<u>58.5</u>
Michigan	39,083	15.0	320,384	14.4
New York	6,851	2.6	300,753	13.5
Ohio	17,514	6.7	116,250	5.2
Pennsylvania	6,859	2.6	96,531	4.3
Illinois	22,738	8.7	57,969	2.6
Minnesota	28,827	11.1	37,106	1.7
Wisconsin	10,441	4.0	25,526	1.1
Indiana	12,053	4.6	28,775	1.3
Other USA	39,589	15.2	319,310	14.4
Canada	<u>73,592</u>	<u>28.2</u>	<u>694,301</u>	<u>31.2</u>
Maritimes	8,632	3.3	117,922	5.3
Québec	12,686	4.9	259,853	11.7
Manitoba	28,542	10.9	107,683	4.8
Saskatchewan	5,298	2.0	33,589	1.5
Alberta	10,856	4.2	97,292	4.4
British Columbia	5,186	2.0	66,348	3.0
Others	2,392	0.9	11,614	0.5
All Other Countries	<u>3,113</u>	<u>1.2</u>	<u>226,982</u>	<u>10.2</u>
United Kingdom	1,341	0.5	50,641	2.3

(1) Based on Households with any expenditure, in current dollars.

(2) Note that total expenditure excludes those made by visitors leaving the province by bus, boat and other miscellaneous modes of transportation. Official total expenditure by American and other country visitors in Ontario is provided by Statistics Canada. Total spending by residents of other Canadian provinces in Ontario is derived from the Canadian Travel Survey conducted by Tourism Canada.

TAR 7-12: NORTHERN ONTARIO

Table 2: Average Expenditure By Origin and Destination Region (Current \$)⁽¹⁾

Average Expenditure Per Traveller Per Trip (2)			
Origin of Travellers to Region ⁽³⁾		Destination Region	
USA	\$118.00	TAR 1:Southwestern Ontario	\$37.32
Michigan	57.37	TAR 2:Niagara and Midwestern Ontario	38.58
		TAR 3:Grey-Bruce-Huron-Muskoka	128.81
Canada	\$93.82	TAR 4:Metropolitan Toronto	203.74
		TAR 5:Central Ontario	94.46
		TAR 6:Eastern Ontario	51.30
		TAR 7-12:Northern Ontario	109.39
		TROR 1:Southwest Ontario	40.28
		TROR 2:Central Ontario	101.13
		TROR 3:Eastern Ontario	55.35
		TROR 4:Northeast Ontario	91.74
		TROR 5:Northwest Ontario	104.56
Regional Average	109.39		

(1) The method used to calculate the average expenditure was as follows: a traveller (denominator) was counted in each and every Region of the province that was visited at all during the trip (without any duplications) -- the expenditure (numerator) was allocated to a given Region according to a prescribed set of rules (see Technical Appendix).

(2) Any length of stay.

(3) Average expenditure is only shown for those origin groupings, where the calculation of said average expenditure is based on a sample size of over 100 households.

TAR 7-12: NORTHERN ONTARIO

Table 3: Itemized Expenditure (Current \$)

Item	Expenditures In:			
	Region		Province	
	\$	%	\$	%
<u>Total ('000)</u>	<u>260,661</u>	<u>100.0</u>	<u>2,223,876</u>	<u>100.0</u>
Public transportation ⁽¹⁾	8,179	3.1	162,259	7.3
Automobile expenses	47,699	18.3	274,594	12.3
Local transportation	792	0.3	51,272	2.3
Accommodation	80,201	30.8	552,160	24.8
Food and beverage	61,892	23.7	582,938	26.2
Recreation	31,021	11.9	228,267	10.3
Other	30,876	11.8	372,387	16.7

Prepaid	13,629	5.2	196,200	8.8
Non-prepaid	247,032	94.8	2,027,680	91.2

(1) Air, train, bus, ship expenditure on Canadian carriers only by United States and other country visitors -- fares paid to Canadian carriers by residents of other Canadian provinces were accrued to province of origin of trip.

TAR 7-12: NORTHERN ONTARIO

Table 4: Average and Total Expenditure (Current \$) By Length of Stay

	Expenditures In:	
	<u>Region</u>	<u>Province</u>
	\$	\$
<u>Average Expenditure Per Person Per Trip⁽¹⁾</u>		
Total	<u>109.39</u>	<u>88.45</u>
• Same day visitor	19.55	24.04
• Overnight visitor	153.01	201.98
<u>Total Expenditures ('000)</u>		
Total	<u>260,661</u>	<u>2,223,876</u>
• Same day visitors	15,216	385,710
• Overnight visitors	245,445	1,838,062

(1) Based on individual's spending in province.

TAR 7-12: NORTHERN ONTARIO

Table 5: Average and Total Expenditure (Current \$) By Main Purpose of Trip

	Expenditures In:	
	Region	Province
	\$	\$
<u>Average Expenditure Per Person Per Trip⁽¹⁾</u>		
Total	<u>109.39</u>	<u>88.45</u>
• Visiting friends/relatives	82.60	87.73
• Recreation/pleasure	148.55	75.23
• Shopping	12.76	35.96
• Personal business	101.75	91.76
• Convention	45.19	314.32
• Other business	132.73	267.12
• No main purpose	59.63	32.23
<u>Total Expenditures ('000)</u>		
Total	<u>260,661</u>	<u>2,223,876</u>
• Visiting friends/relatives	41,062	446,473
• Recreation/pleasure	190,682	942,987
• Shopping	4,480	98,573
• Personal business	9,368	153,516
• Convention	848	106,869
• Other business	10,703	438,883
• No main purpose	3,519	36,584

(1) Based on individual's spending in province.

SECTION III
SOCIO-ECONOMIC CHARACTERISTICS

TAR 7-12: NORTHERN ONTARIO

Table 1: Age and Income of Visitors

	Region	
	Same Day	Overnight
	%	%
<u>Age</u>		
Under 15	26.2	11.6
15 - 19 years	5.1	3.6
20 - 24	8.9	6.0
25 - 34	15.4	18.0
35 - 44	13.3	17.0
45 - 54	14.6	14.6
55 - 64	9.4	16.8
65+	6.6	11.0
Not stated	0.5	1.3
Base ('000):	753	1,499
	Person Trips	Person Visits
<u>Household Income (\$Cdn)</u>		
Less than \$12,000	7.6	7.3
\$12,000 - \$17,999	0.9	3.3
\$18,000 - \$23,999	30.1	10.3
\$24,000 - \$29,999	8.4	9.5
\$30,000 - \$39,999	11.7	14.1
\$40,000 - \$49,999	12.4	15.6
\$50,000 - \$59,999	0.8	4.3
\$60,000+	20.2	26.5
Refused/not stated	7.9	9.3
Base ('000):	753	1,499
	Person Trips	Person Visits

TAR 7-12: NORTHERN ONTARIO

Table 2: Occupation and Education of Visitors

	Region	
	Same Day	Overnight
	%	%
<u>Occupation (Chief Wage Earner)</u>		
Professional/executive/owner/manager	27.2	40.3
Skilled labour	23.4	26.1
Sales/clerical	31.6	13.5
Unskilled labour	6.2	5.8
Farmer	-	3.7
Retired/pensioned	2.3	4.8
Student/unemployed/homemaker	5.7	1.4
Not stated	3.7	4.3
Base ('000):	753	1,499
	Person Trips	Person Visits
<u>Education⁽¹⁾</u>		
Elementary	2.4	7.2
High school	44.0	44.5
Post high school (non-university)	11.0	16.7
University	41.5	29.5
Other	-	0.1
Not stated	1.1	1.9
Base ('000):	556	1,326
	Person Trips	Person Visits

(1) Among those aged 15 and over.

SECTION IV
TRIP CHARACTERISTICS
U.S. ORIGIN, HIGHWAY MODE

TAR 7-12: NORTHERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 1A: Origin of Same Day Visitors

Origin	Destination			
	Region (1)		Province (2)	
	#	%	#	%
USA	<u>673</u>	<u>100.0</u>	<u>13,073</u>	<u>100.0</u>
Michigan	480	71.3	5,420	41.5
New York	1	0.1	5,594	42.8
Ohio	8	1.1	394	3.0
Pennsylvania	4	0.5	438	3.4
Illinois	23	3.5	160	1.2
Minnesota	73	10.8	75	0.6
Wisconsin	26	3.8	61	0.5
Indiana	9	1.4	94	0.7
Other USA	<u>50</u>	<u>7.4</u>	<u>835</u>	<u>6.4</u>
Total (Base) ('000):	673	100.0	13,073	100.0
	Person Trips		Person Trips	
Average Party Size Per Trip:	2.10		1.69	

(1) Based on Person Trips to the Region (where the Region is the Main Destination).

(2) Based on Person Trips to the Province.

TAR 7-12 NORTHERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 2A: Origin of Overnight Visitors

Origin	Destination			
	Region		Province (1)	
	#	%	#	%
USA	<u>737</u>	<u>100.0</u>	<u>4,773</u>	<u>100.0</u>
Michigan	169	22.9	1,289	27.0
New York	35	4.8	997	20.9
Ohio	61	8.2	487	10.2
Pennsylvania	29	4.0	431	9.0
Illinois	62	8.5	220	4.6
Minnesota	161	21.8	203	4.3
Wisconsin	53	7.1	120	2.5
Indiana	40	5.4	107	2.2
Other USA	<u>128</u>	<u>17.4</u>	<u>918</u>	<u>19.2</u>
Total (Base) ('000):	737	100.0	4,773	100.0
	Person Trips		Person Trips	

- (1) Note that two measures of overnight travel are employed, namely Person Visits and Person Trips. The former gives an accurate count of visitation to any given Region within the province, whereas the latter, which is on a main destination basis, is not precise as it does not reflect visitation which may have been made to different Regions on the same trip. Therefore, the grand total of Person Trips/Person Visits for all Regions combined does not reflect a correct provincial total. Only the sum of same day and overnight Person Trips for all Regions combined can be used as the total for Ontario.

TAR 7-12: NORTHERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 3A: Length of Stay

<u>Length of Stay</u>	<u>Destination</u>			
	<u>Region(1)</u>		<u>Province(2)</u>	
	#	%	#	%
Day visitors	673	47.7	13,073	73.3
Overnight visitors	<u>737</u>	<u>52.3</u>	<u>4,773</u>	<u>26.7</u>
Total (Base) ('000):	1,410	100.0	17,846	100.0

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

TAR 7-12: NORTHERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 4A: Seasonality By Length of Stay⁽¹⁾

<u>Season</u>	<u>Same Day</u>		<u>Overnight</u>	
	#	%	#	%
Jan/Feb/Mar	154	22.9	31	4.2
Apr/May/June	106	15.8	243	33.0
July/Aug/Sept	230	34.2	435	59.0
Oct/Nov/Dec	<u>183</u>	<u>27.2</u>	<u>28</u>	<u>3.8</u>
Total (Base) ('000)	673	100.0	737	100.0
	Person Trips		Person Trips	

(1) See Appendix Table I-B for Seasonality of Travel in Ontario in general.

TAR 7-12: NORTHERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 5A: Purpose of Trip

	Destination			
	Region		Province	
	#	%	#	%
<u>Main Purpose</u>				
Visiting friends/relatives	109	7.7	2,588	14.5
Recreation/pleasure	835	59.2	10,877	60.9
Shopping	329	23.4	1,686	9.4
Personal business	72	5.1	1,090	6.1
Convention	17	1.2	129	0.7
Other business	26	1.9	608	3.4
No main purpose	21	1.5	878	4.9
		100.0		100.0
<u>Other Purposes</u>				
Visiting friends/relatives	53	3.8	336	1.9
Recreation/pleasure	60	4.2	963	5.4
Shopping	95	6.7	965	5.4
Personal business	29	2.1	183	1.0
Convention	10	0.7	41	0.2
Other business	51	3.6	820	4.6
No other purposes	1,147	81.3	14,675	82.2
Base: Person Trips ('000)	1,410	102.4	17,846	100.7

TAR 7-12: NORTHERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 6A: Accommodation

	Destination			
	Region		Province	
	#	%	#	%
Friends/relatives	313	8.0	3,866	23.6
Hotel/motor hotel	194	5.0	3,159	19.2
Motel	247	6.3	2,223	13.5
Resort lodge	619	15.8	1,042	6.3
Commercial cottage/cabin	360	9.2	775	4.7
Private cottage	1,018	26.1	2,916	17.8
Camping/trailer	913	23.4	2,028	12.4
Outfitter/outpost	189	4.8	220	1.3
Marina/unorganized anchorage	34	0.9	67	0.4
All other types	20	0.5	90	0.5
Total (Base): Person Nights ('000)	3,909	100.0	16,413	100.0
Average length of stay (nights) in accommodation	4.89 (1)		3.44 (2)	

(1) Based on Person Visits to the Region.

(2) Based on Person Trips to the Province.

TAR 7-12: NORTHERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 7A: Activities Participated in at Main Destination

	Destination			
	Region		Province	
	#	%	#	%
<u>General Activities</u>				
Outdoor/sporting activities	543	38.5	3,414	19.1
Sightseeing/touring	538	38.2	7,467	41.8
Shopping	652	46.2	6,481	36.3
Eating in a restaurant	558	39.6	9,414	52.7
Visiting friends/relatives	133	9.4	2,743	15.4
<u>Specific Activities</u>				
Went on a boat/rail tour	111	7.9	978	5.5
Went to historical sites	143	10.2	1,674	9.4
Went to sporting events	33	2.3	461	2.6
Went to museum/galleries	46	3.3	1,054	5.9
Went to exhibitions/fairs/special events	24	1.7	713	4.0
Went to attractions/zoos/amusement parks	37	2.6	1,680	9.4
Went to live theatre/dance/music concerts	15	1.0	397	2.2
<u>Business</u>				
Personal business	55	3.9	1,669	9.3
Business/conventions	26	1.8	332	1.9
<u>Other</u>				
Other activities	132	9.4	1,588	8.9
None of these/not stated	6	0.4	328	1.8
TOTAL ⁽¹⁾	3,052	216.4	40,393	226.2
Base: Person Trips ('000)	1,410		17,846	
Average number of activities per Person Trip:	2.17		2.26	

(1) Totals add to more than bases and corresponding percentages to more than 100 percent as Person Trips can be associated with multiple activities.

Table 8A: Ontario Tourism Advertising

	Destination	
	Region (1)	Province (2)
	%	%
Recall Ontario Vacation Travel Advertising in Past Six Months		
No	32.3	32.5
Yes	67.7	67.5
	(100%)	(100%)
Where Advertising Seen		
Brochure	14.1	10.5
Magazine Advertisement	22.4	20.5
Newspaper Advertisement	30.2	43.9
Newspaper Supplement	6.9	7.5
Radio	22.2	28.5
Television	70.1	81.5
Billboard	5.2	6.3
Travel Agency	3.2	6.2
Ontario Travel Centre	2.6	2.9
Other	9.4	5.2
Influence of Advertising		
Prompted Me To Find Out More About Ontario To A:		
Large degree	10.3	13.7
Small degree	20.4	25.4
Not at all	69.2	60.7
Don't know/not stated	0.1	0.2
Influenced My Decision To Travel To Ontario To A:		
Large degree	10.2	13.0
Small degree	16.5	20.8
Not at all	73.2	66.0
Don't know/not stated	0.1	0.2
Helped Me Decide Which Places or Attractions To Visit To A:		
Large Degree	10.9	14.4
Small degree	15.7	19.1
Not at all	73.0	66.2
Don't know/not stated	0.3	0.2
Base ('000):	1,059	12,046

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

SECTION V
TRIP EXPENDITURES
U.S. ORIGIN, HIGHWAY MODE

TAR 7-12: NORTHERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 1A: Expenditure By Origin Region⁽¹⁾

Origin	Destination			
	Region		Province	
	\$	%	\$	%
USA ⁽²⁾ ('000)	179,016	100.0	1,053,598	100.0
Michigan	38,498	21.5	310,322	29.5
New York	5,923	3.3	265,192	25.2
Ohio	17,249	9.6	92,408	8.8
Pennsylvania	6,551	3.7	82,310	7.8
Illinois	22,635	12.6	51,071	4.8
Minnesota	28,627	16.0	30,002	2.8
Wisconsin	10,441	5.8	20,071	1.9
Indiana	12,053	6.7	26,001	2.5
Other USA	37,038	20.7	176,219	16.7

(1) Based on Households with any expenditure, in current dollars.

(2) Note that total expenditure **excludes** those made by visitors leaving the province by bus, boat and other miscellaneous modes of transportation. Official **total** expenditure by American and other country visitors in Ontario is provided by Statistics Canada. Total spending by residents of other Canadian provinces in Ontario is derived from the Canadian Travel Survey conducted by Tourism Canada.

**TAR 7-12: NORTHERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)**

Table 2A: Average Expenditure By Origin and Destination Region (Current \$)⁽¹⁾

Average Expenditure Per Traveller Per Trip (2)			
Origin of Travellers to Region ⁽³⁾		Destination Region	
USA	\$116.76	TAR 1:Southwestern Ontario	\$33.35
Michigan	56.68	TAR 2:Niagara and Midwestern Ontario	29.22
Minnesota	120.76	TAR 3:Grey-Bruce-Huron-Muskoka	104.07
		TAR 4:Metropolitan Toronto	128.38
		TAR 5:Central Ontario	101.33
		TAR 6:Eastern Ontario	63.32
		TAR 7-12:Northern Ontario	116.76
		TROR 1:Southwest Ontario	34.25
		TROR 2:Central Ontario	51.53
		TROR 3:Eastern Ontario	70.50
		TROR 4:Northeast Ontario	85.74
		TROR 5:Northwest Ontario	156.01
Regional Average		\$116.76	

(1) The method used to calculate the average expenditure was as follows: a traveller (denominator) was counted in each and every Region of the province that was visited at all during the trip (without any duplications) -- the expenditure (numerator) was allocated to a given Region according to a prescribed set of rules (see Technical Appendix).

(2) Any length of stay.

(3) Average expenditure is only shown for those origin groupings, where the calculation of said average expenditure is based on a sample size of over 100 households.

TAR 7-12: NORTHERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 3A: Itemized Expenditure (Current \$)

Item	Expenditures In:			
	Region		Province	
	\$	%	\$	%
<u>Total ('000)</u>	<u>179,016</u>	<u>100.0</u>	<u>1,053,598</u>	<u>100.0</u>
Public transportation ⁽¹⁾	5,757	3.2	19,256	1.8
Automobile expenses	29,594	16.5	128,089	12.2
Local transportation	204	0.1	7,116	0.7
Accommodation	64,964	36.3	262,080	24.9
Food and beverage	37,260	20.8	311,826	29.6
Recreation	23,339	13.0	148,125	14.1
Other	17,899	10.0	177,100	16.8
Prepaid	11,607	6.5	50,406	4.8
Non-prepaid	167,410	93.5	1,003,192	95.2

(1) Air, train, bus, ship expenditure on Canadian carriers only by United States and other country visitors -- fares paid to Canadian carriers by residents of other Canadian provinces were accrued to province of origin of trip.

TAR 7-12: NORTHERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 4A: Average and Total Expenditure (Current \$) By Length of Stay

	Expenditures In:	
	Region	Province
	\$	\$
<u>Average Expenditure Per Person Per Trip⁽¹⁾</u>		
Total	<u>116.76</u>	<u>59.04</u>
• Same day visitor	19.82	24.31
• Overnight visitor	197.19	154.12
<u>Total Expenditures ('000)</u>		
Total	<u>179,016</u>	<u>1,053,598</u>
• Same day visitors	13,759	317,862
• Overnight visitors	165,257	735,624

(1) Based on individual's spending in province.

TAR 7-12: NORTHERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 5A: Average and Total Expenditure (Current \$) By Main Purpose of Trip

	Expenditures In:	
	Region	Province
	\$	\$
<u>Average Expenditure Per Person Per Trip⁽¹⁾</u>		
Total	<u>116.76</u>	<u>59.04</u>
• Visiting friends/relatives	62.34	42.73
• Recreation/pleasure	169.19	66.37
• Shopping	11.77	43.06
• Personal business	64.06	32.76
• Convention	44.77	137.76
• Other business	146.53	114.83
• No main purpose	81.87	28.72
<u>Total Expenditures ('000)</u>		
Total	<u>179,016</u>	<u>1,053,598</u>
• Visiting friends/relatives	7,894	110,596
• Recreation/pleasure	154,581	721,883
• Shopping	3,966	72,601
• Personal business	4,822	35,707
• Convention	772	17,771
• Other business	4,166	69,819
• No main purpose	2,815	25,220

(1) Based on individual's spending in province.

SECTION VI
SOCIO-ECONOMIC CHARACTERISTICS
U.S. ORIGIN, HIGHWAY MODE

TAR 7-12: NORTHERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 1A: Age and Income of Visitors

	Region	
	Same Day	Overnight
	%	%
<u>Age</u>		
Under 15	27.6	9.1
15 - 19 years	4.9	3.3
20 - 24	8.2	6.5
25 - 34	15.0	16.7
35 - 44	13.9	18.2
45 - 54	15.5	16.5
55 - 64	9.8	17.9
65+	5.0	10.4
Not stated	0.3	1.3
Base ('000):	673	800
	Person Trips	Person Visits
<u>Household Income (\$Cdn)</u>		
Less than \$12,000	8.3	4.1
\$12,000 - \$17,999	0.4	0.1
\$18,000 - \$23,999	30.3	9.2
\$24,000 - \$29,999	7.9	8.9
\$30,000 - \$39,999	11.3	13.4
\$40,000 - \$49,999	12.1	19.3
\$50,000 - \$59,999	0.3	0.6
\$60,000+	21.3	34.7
Refused/not stated	8.1	9.8
Base ('000):	673	800
	Person Trips	Person Visits

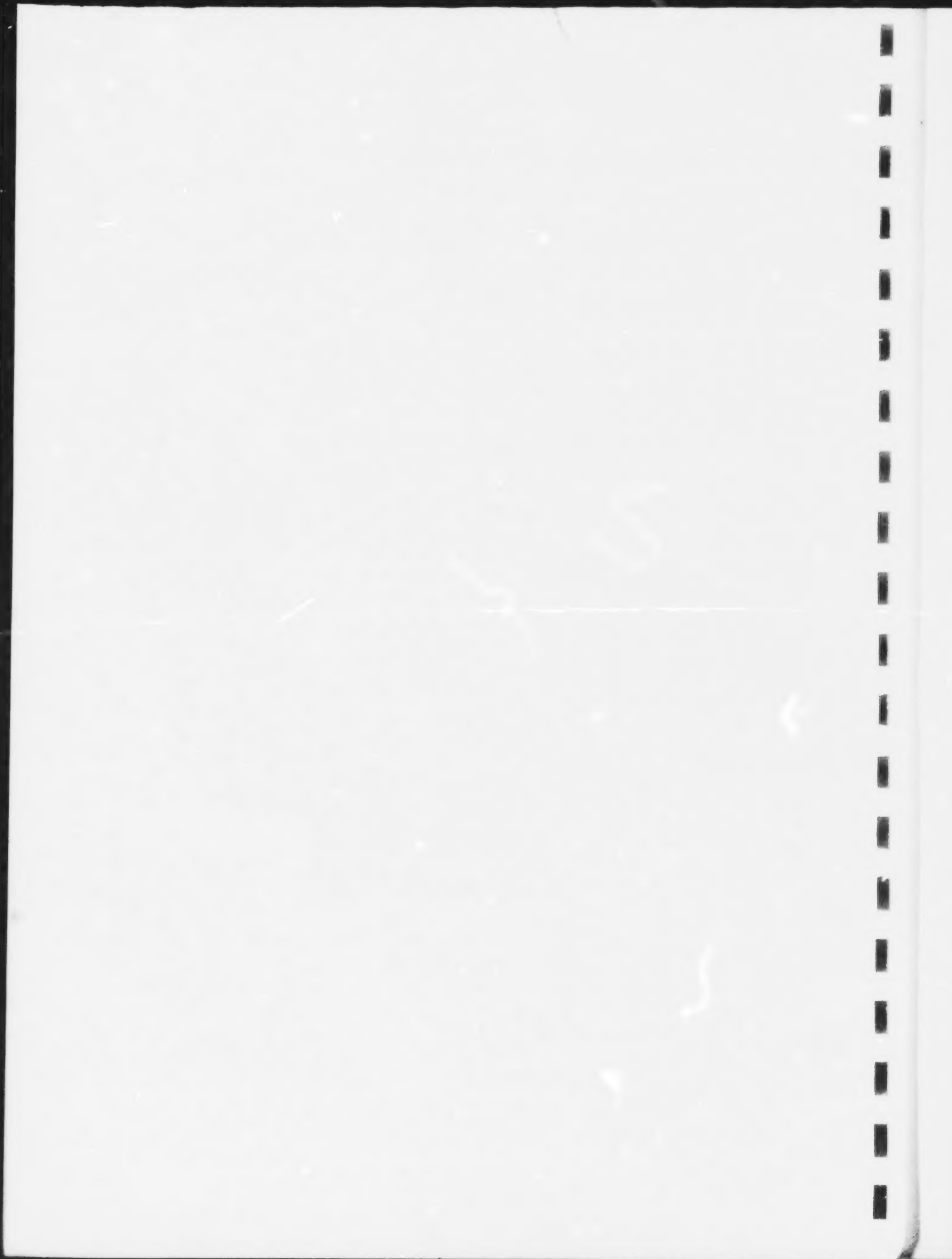
TAR 7-12: NORTHERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 2A: Occupation and Education of Visitors

	Region	
	Same Day	Overnight
	%	%
<u>Occupation (Chief Wage Earner)</u>		
Professional/executive/owner/manager	26.7	42.4
Skilled labour	22.4	27.0
Sales/clerical	34.0	13.5
Unskilled labour	5.8	7.7
Farmer	-	1.5
Retired/pensioned	1.4	2.5
Student/unemployed/homemaker	5.8	2.2
Not stated	3.9	3.2
Base ('000):	673	800
	Person Trips	Person Visits
<u>Education⁽¹⁾</u>		
Elementary	2.3	2.8
High school	42.9	44.0
Post high school (non-university)	10.7	16.0
University	43.7	34.6
Other	-	0.1
Not stated	0.4	2.3
Base ('000):	488	728
	Person Trips	Person Visits

(1) Among those aged 15 and over.

SECTION VII
TRIP CHARACTERISTICS
CANADIAN ORIGIN



TAR 7-12 NORTHERN ONTARIO
(CANADIAN ORIGIN)

Table 1B: Origin of Same Day Visitors⁽¹⁾

Origin	Destination			
	Region (2)		Province (3)	
	#	%	#	%
Canada	80	100.0	2,867	100.0
Maritimes	-	-	17	0.6
Québec	-	-	2,744	95.7
Manitoba	78	97.1	90	3.1
Saskatchewan	1	0.8	3	0.1
Alberta	1	1.2	10	0.3
British Columbia	1	0.9	4	0.1
Others	-	-	-	-
Total (Base) ('000):	80	100.0	2,867	100.0
	Person Trips		Person Trips	
Average Party Size Per Trip:	1.60		1.46	

(1) Caution: data on same day visitors based on small sample size.

(2) Based on Person Trips to the Region (where the Region is the Main Destination).

(3) Based on Person Trips to the Province.

TAR 7-12 NORTHERN ONTARIO
(CANADIAN ORIGIN)

Table 2B: Origin of Overnight Visitors

Origin	Destination			
	Region		Province (1)	
	#	%	#	%
Canada	528	100.0	3,389	100.0
Maritimes	30	5.6	487	14.4
Québec	96	18.2	1,827	53.9
Manitoba	320	60.6	523	15.4
Saskatchewan	28	5.4	84	2.5
Alberta	22	4.1	223	6.6
British Columbia	25	4.7	217	6.4
Others	7	1.4	30	0.9
Total (Base) ('000):	528	100.0	3,389	100.0
	Person Trips		Person Trips	

- (1) Note that two measures of overnight travel are employed, namely Person Visits and Person Trips. The former gives an accurate count of visitation to any given Region within the province, whereas the latter, which is on a main destination basis, is not precise as it does not reflect visitation which may have been made to different Regions on the same trip. Therefore, the grand total of Person Trips/Person Visits for all Regions combined does not reflect a correct provincial total. Only the sum of same day and overnight Person Trips for all Regions combined can be used as the total for Ontario.

TAR 7-12: NORTHERN ONTARIO
(CANADIAN ORIGIN)

Table 38: Length of Stay

<u>Length of Stay</u>	<u>Destination</u>			
	<u>Region(1)</u>		<u>Province(2)</u>	
	#	%	#	%
Day visitors	80	13.2	2,867	45.8
Overnight visitors	<u>528</u>	<u>86.8</u>	<u>3,389</u>	<u>54.2</u>
Total (Base) ('000):	608	100.0	6,256	100.0

-
- (1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.
- (2) Based on Person Trips to the Province by same day and overnight visitors.

TAR 7-12: NORTHERN ONTARIO
(CANADIAN ORIGIN)

Table 4B: Seasonality By Length of Stay⁽¹⁾

<u>Season</u>	<u>Same Day(2)</u>		<u>Overnight</u>	
	#	%	#	%
Jan/Feb/Mar	10	12.5	79	15.0
Apr/May/June	11	13.8	44	8.3
July/Aug/Sept	49	61.3	336	63.6
Oct/Nov/Dec	<u>10</u>	<u>12.5</u>	<u>69</u>	<u>13.1</u>
Total (Base) ('000):	80	100.0	528	100.0
	Person Trips		Person Trips	

(1) See Appendix Table I-B for Seasonality of Travel in Ontario in general.

(2) Caution: data on same day visitors based on small sample size.

TAR 7-12: NORTHERN ONTARIO
(CANADIAN ORIGIN)

Table 5B: Purpose of Trip

	Destination			
	Region		Province	
	#	%	#	%
<u>Main Purpose</u>				
Visiting friends/relatives	233	38.4	2,165	34.6
Recreation/pleasure	310	51.0	1,482	23.7
Shopping	14	2.3	1,054	16.8
Personal business	12	1.9	513	8.2
Convention	**	*	117	1.9
Other business	20	3.2	683	10.9
No main purpose	19	<u>3.1</u>	243	<u>3.9</u>
		100.0		100.0
<u>Other Purposes</u>				
Visiting friends/relatives	10	1.6	316	5.0
Recreation/pleasure	40	6.6	676	10.8
Shopping	5	0.9	453	7.2
Personal business	12	2.0	133	2.1
Convention	1	0.1	14	0.2
Other business	43	7.0	166	2.7
No other purposes	<u>501</u>	<u>82.4</u>	<u>4,668</u>	<u>74.6</u>
Base: Person Trips ('000)	608	100.6	6,256	102.6

* Less than 0.05 percent.

** Less than 1,000 Person Trips.

TAR 7-12: NORTHERN ONTARIO
(CANADIAN ORIGIN)

Table 6B: Accommodation

	Destination			
	Region		Province	
	#	%	#	%
Friends/relatives	1,664	43.0	11,984	56.5
Hotel/motor hotel	295	7.6	2,359	11.1
Motel	167	4.3	1,015	4.8
Resort lodge	40	1.0	78	0.4
Commercial cottage/cabin	61	1.6	349	1.6
Private cottage	667	17.2	1,588	7.5
Camping/trailer	964	24.9	2,941	13.9
Outfitter/outpost	-	-	-	-
Marina/unorganized anchorage	2	0.1	5	*
All other types	<u>13</u>	<u>0.3</u>	<u>651</u>	<u>3.1</u>
Total (Base): Person Nights ('000)	3,873	100.0	21,206	100.0
Average length of stay (nights) in accommodation	5.94 (1)		6.26 (2)	

(1) Based on Person Visits to the Region.

(2) Based on Person Trips to the Province.

* Less than 0.05 percent.

TAR 7-12: NORTHERN ONTARIO
(CANADIAN ORIGIN)

Table 7B: Activities Participated in at Main Destination

	Destination			
	Region		Province	
	#	%	#	%
<u>General Activities</u>				
Outdoor/sporting activities	313	51.5	1,314	21.0
Sightseeing/touring	297	48.9	1,734	27.7
Shopping	277	45.6	3,060	48.9
Eating in a restaurant	284	46.7	2,495	39.9
Visiting friends/relatives	302	49.6	2,629	42.0
<u>Specific Activities</u>				
Went on a boat/rail tour	89	14.6	309	4.9
Went to historical sites	62	10.2	727	11.6
Went to sporting events	30	4.9	295	4.7
Went to museum/galleries	62	10.2	444	7.1
Went to exhibitions/fairs/special events	45	7.3	435	7.0
Went to attractions/zoos/amusement parks	32	5.2	637	10.2
Went to live theatre/dance/music concerts	23	3.8	194	3.1
<u>Business</u>				
Personal business	32	5.3	1,033	16.5
Business/conventions	7	1.1	703	11.2
<u>Other</u>				
Other activities	36	5.9	600	9.6
None of these/not stated	13	2.1	241	3.8
TOTAL ⁽¹⁾	1,904	312.9	16,850	269.2
Base: Person Trips ('000)	608		6,256	
Average number of activities per Person Trip:	3.13		2.69	

(1) Totals add to more than bases and corresponding percentages to more than 100 percent as Person Trips can be associated with multiple activities.

TAR 7-12: NORTHERN ONTARIO
(CANADIAN ORIGIN)

Table 8B: Ontario Tourism Advertising

	Destination	
	Region (1)	Province (2)
	%	%
<u>Recall Ontario Vacation Travel Advertising in Past Six Months</u>		
No	60.4	58.3
Yes	39.6	41.7
	(100%)	(100%)
<u>Where Advertising Seen</u>		
Brochure	11.2	11.6
Magazine Advertisement	25.6	28.9
Newspaper Advertisement	34.6	30.3
Newspaper Supplement	3.2	3.6
Radio	24.7	26.1
Television	67.2	67.8
Billboard	4.4	11.0
Travel Agency	1.0	11.6
Ontario Travel Centre	3.1	4.0
Other	6.9	3.3
<u>Influence of Advertising</u>		
<u>Prompted Me To Find Out More About Ontario To A:</u>		
Large degree	9.6	10.6
Small degree	27.2	31.3
Not at all	63.1	57.5
Don't know/not stated	-	0.6
<u>Influenced My Decision To Travel To Ontario To A:</u>		
Large degree	7.1	7.2
Small degree	18.5	18.7
Not at all	74.4	73.6
Don't know/not stated	-	0.4
<u>Helped Me Decide Which Places or Attractions To Visit To A:</u>		
Large Degree	5.5	9.1
Small degree	19.6	21.8
Not at all	74.9	68.5
Don't know/not stated	-	0.5
Base ('000):	380	2,606

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

SECTION VIII
TRIP EXPENDITURES
CANADIAN ORIGIN

TAR 7-12: NORTHERN ONTARIO
(CANADIAN ORIGIN)

Table 1B: Expenditure By Origin Region⁽¹⁾

Origin	Destination			
	Region		Province	
	\$	%	\$	%
Canada ⁽²⁾ ('000)	73,593	100.0	694,299	100.0
Maritimes	8,632	11.7	117,922	17.0
Québec	12,686	17.2	259,853	37.4
Manitoba	28,542	38.8	107,683	15.5
Saskatchewan	5,298	7.2	33,589	4.8
Alberta	10,856	14.8	97,292	14.0
British Columbia	5,186	7.0	66,348	9.6
Others	2,392	3.3	11,614	1.7

(1) Based on Households with any expenditure, in current dollars.

(2) Note that total expenditure **excludes** those made by visitors leaving the province by bus, boat and other miscellaneous modes of transportation. Official **total** expenditure by American and other country visitors in Ontario is provided by Statistics Canada. Total spending by residents of other Canadian provinces in Ontario is derived from the Canadian Travel Survey conducted by Tourism Canada.

TAR 7-12: NORTHERN ONTARIO
(CANADIAN ORIGIN)

Table 2B: Average Expenditure By Origin and Destination Region (Current \$)⁽¹⁾

Average Expenditure Per Traveller Per Trip (2)			
Origin of Travellers to Region ⁽³⁾		Destination Region	
Canada	\$93.82	TAR 1:Southwestern Ontario	\$121.50
Maritimes	215.47	TAR 2:Niagara and Midwestern Ontario	167.66
Québec	120.65	TAR 3:Grey-Bruce-Huron-Muskoka	107.52
Manitoba	62.08	TAR 4:Metropolitan Toronto	174.42
Saskatchewan	152.38	TAR 5:Central Ontario	85.41
Alberta	154.87	TAR 6:Eastern Ontario	38.45
British Columbia	81.63	TAR 7-12:Northern Ontario	93.82
Others	216.85		
		TROR 1:Southwest Ontario	132.14
		TROR 2:Central Ontario	187.74
		TROR 3:Eastern Ontario	41.05
		TROR 4:Northeast Ontario	106.40
		TROR 5:Northwest Ontario	62.19
Regional Average	\$93.82		

- (1) The method used to calculate the average expenditure was as follows: a traveller (denominator) was counted in each and every Region of the province that was visited at all during the trip (without any duplications) -- the expenditure (numerator) was allocated to a given Region according to a prescribed set of rules (see Technical Appendix).
- (2) Any length of stay.
- (3) Average expenditure is only shown for those origin groupings, where the calculation of said average expenditure is based on a sample size of over 100 households.

TAR 7-12: NORTHERN ONTARIO
(CANADIAN ORIGIN)

Table 3B: Itemized Expenditure (Current \$)

Item	Expenditures In:			
	Region		Province	
	\$	%	\$	%
Total ('000)	73,593	100.0	694,299	100.0
Public transportation ⁽¹⁾	2,244	3.0	28,746	4.1
Automobile expenses	16,928	23.0	114,521	16.5
Local transportation	476	0.6	31,191	4.5
Accommodation	13,613	18.5	154,319	22.2
Food and beverage	22,952	31.2	174,116	25.1
Recreation	5,710	7.8	55,467	8.0
Other	11,669	15.9	135,939	19.6
Prepaid	1,585	2.2	24,487	3.5
Non-prepaid	72,007	97.8	669,812	96.5

(1) Air, train, bus, ship expenditure on Canadian carriers only by United States and other country visitors -- fares paid to Canadian carriers by residents of other Canadian provinces were accrued to province of origin of trip.

TAR 7-12: NORTHERN ONTARIO
(CANADIAN ORIGIN)

Table 4B: Average and Total Expenditure (Current \$) By Length of Stay

	Expenditures In:	
	Region	Province
	\$	\$
<u>Average Expenditure Per Person Per Trip⁽¹⁾</u>		
Total	<u>93.82</u>	<u>110.98</u>
• Same day visitor	17.55*	19.76
• Overnight visitor	102.85	188.15
<u>Total Expenditures ('000)</u>		
Total	<u>73,593</u>	<u>694,299</u>
• Same day visitors	1,457	56,651
• Overnight visitors	72,136	637,649

(1) Based on individual's spending in province.

* Caution: data unreliable due to small sample size.

TAR 7-12: NORTHERN ONTARIO
(CANADIAN ORIGIN)

Table 5B: Average and Total Expenditure (Current \$) By Main Purpose of Trip

	Expenditures In:	
	Region	Province
	\$	\$
<u>Average Expenditure Per Person Per Trip⁽¹⁾</u>		
Total	<u>93.82</u>	<u>110.98</u>
• Visiting friends/relatives	88.64	98.21
• Recreation/pleasure	95.25	105.11
• Shopping	36.50	24.38
• Personal business	313.13	150.03
• Convention	16.38	318.96
• Other business	109.36	266.07
• No main purpose	30.15	17.29
<u>Total Expenditures ('000)</u>		
Total	<u>73,593</u>	<u>694,299</u>
• Visiting friends/relatives	31,039	212,623
• Recreation/pleasure	32,688	155,775
• Shopping	514	25,691
• Personal business	4,315	76,967
• Convention	20	37,318
• Other business	4,348	181,726
• No main purpose	669	4,201

(1) Based on individual's spending in province.

SECTION IX
SOCIO-ECONOMIC CHARACTERISTICS
CANADIAN ORIGIN

TAR 7-12: NORTHERN ONTARIO
(CANADIAN ORIGIN)

Table 1B: Age and Income of Visitors

Age	Region	
	Same Day(1)	Overnight
	%	%
Under 15	15.0	15.4
15 - 19 years	6.8	3.9
20 - 24	14.2	4.6
25 - 34	19.0	19.4
35 - 44	8.5	15.9
45 - 54	7.2	12.0
55 - 64	6.8	15.4
65+	20.1	11.9
Not stated	2.4	1.4
Base ('000):	80 Person Trips	652 Person Visits
<u>Household Income (\$Cdn)</u>		
Less than \$12,000	1.5	11.0
\$12,000 - \$17,999	5.0	7.4
\$18,000 - \$23,999	28.6	11.9
\$24,000 - \$29,999	12.4	10.9
\$30,000 - \$39,999	15.1	15.7
\$40,000 - \$49,999	14.4	11.9
\$50,000 - \$59,999	4.8	9.1
\$60,000+	11.4	15.9
Refused/not stated	6.7	6.3
Base ('000):	80 Person Trips	652 Person Visits

(1) Caution: data on same day visitors based on small sample size.

TAR 7-12: NORTHERN ONTARIO
(CANADIAN ORIGIN)

Table 2B: Occupation and Education of Visitors

	Region	
	Same Day (1)	Overnight
	%	%
<u>Occupation (Chief Wage Earner)</u>		
Professional/executive/owner/manager	30.8	37.5
Skilled labour	32.2	24.8
Sales/clerical	11.0	13.3
Unskilled labour	9.4	3.7
Farmer	-	6.6
Retired/pensioned	10.1	8.0
Student/unemployed/homemaker	4.0	0.5
Not stated	2.4	5.7
Base ('000):	80	652
	Person Trips	Person Visits
<u>Education⁽²⁾</u>		
Elementary	2.8	13.1
High school	52.1	46.9
Post high school (non-university)	13.3	17.6
University	25.6	20.9
Other	-	-
Not stated	6.2	1.6
Base ('000):	68	551
	Person Trips	Person Visits

(1) Caution: data on same day visitors based on small sample size.

(2) Among those aged 15 and over.

APPENDIX I
STUDY DESIGN SUMMARY

STUDY DESIGN SUMMARY

1. Background

The 1985 Ontario Exit Survey was commissioned by the Province of Ontario to provide up-to-date information on non-resident visitors to the province.

The study complements the Ontario Travel Survey, a survey of Ontario resident travel, conducted in 1982 and updated in 1985.

2. Objectives

The 1985 Ontario Exit Survey was designed to meet the following broad objectives:

- to measure the volume and value of tourism to the province and to its tourist regions;
- to obtain detailed information regarding trip and traveller characteristics;
- to measure visitor awareness of Ontario destination advertising.

The information will be of assistance for the preparation of both marketing and development programs in the Ontario travel industry, in addition to general economic planning.

3. Design Summary

(a) Study Method

The study involved interviewing non-resident visitors as they left the province at:

- provincial and international highway exits;
- airports on out-of-province flights, both scheduled and charter;
- trains leaving the province.

Excluded from the study were those leaving the province by bus or boat.

(b) Time Frame

The study was conducted for a full twelve months, from January 19th, 1985, through to February 25th, 1986.

Specific locations of interviews and dates are included in the Technical Report.

(c) Interviewing Procedure

Non-resident visitors were interviewed at exit points and surveyed in person by trained interviewers.

Highway surveying was carried out at U.S. border crossings, major provincial border locations, and at Ottawa bridges. The survey firm, Traveldata International, worked closely with the Ministry of Transportation and Communication in designing safe and effective inter-provincial highway interviewing procedures.

Airport interviewing was carried out in the departure lounges of outbound flights, train interviews onboard trains leaving the province.

The procedures are described in full detail in Section C of the Technical Report.

Copies of the questionnaires are appended to this report for reference.

(d) Sample Design

The sample is, technically, a multi-stage stratified probability sample. The different stages or levels of sampling ensure a representative sample. A systematic sampling procedure ensured a spread of stints over the full 12 months. At each stage, quotas were established for each of several alternatives, or systematic sampling was employed so that the final sample included:

- each quarter of the year properly covered;

- all types of non-commercial vehicles, both chartered and scheduled aircraft, and a representative sampling of trains;
- a spread of different ports within each mode;
- both weekdays and weekends;
- different times of day;
- a spread of dates within each season;
- a random sample of eligible exiting visitors.

In fact, two separate samples were drawn, each replicating the other. This permitted determination of the reliability or accuracy of the data.

The procedures used at each stage of sampling were carefully controlled and rigorously followed. The results were subsequently computer weighted to reflect the probabilities of selection and to generate visitor projections.

Sampling was carried out during daylight hours at highway locations. To account for nighttime traffic, a special observation and counting procedure was set up to estimate the number of non-resident visitors leaving the province during hours of darkness.

(e) Interview Completions

The following number of personal interviews were completed:

- Quarter One: 1,164 interviews
- Quarter Two: 3,904 interviews
- Quarter Three: 4,154 interviews
- Quarter Four: 1,368 interviews
- TOTAL: 10,590 interviews.

Results

The findings of the study are presented in the following volumes:

- A. Analysis:
- | | |
|-------------|--|
| Volume I | -- Ontario |
| Volume II | -- TAR 1: Southwestern Ontario |
| Volume III | -- TAR 2: Niagara and Midwestern Ontario |
| Volume IV | -- TAR 3: Grey Bruce-Huron-Muskoka |
| Volume V | -- TAR 4: Metropolitan Toronto |
| Volume VI | -- TAR 5: Central Ontario |
| Volume VII | -- TAR 6: Eastern Ontario |
| Volume VIII | -- TAR 7-12: Northern Ontario |
| Volume IX | -- TROR 1: Southwestern Ontario |
| Volume X | -- TROR 2: Central Ontario |

Volume XI -- TROR 3: Eastern Ontario
Volume XII -- TROR 4: Northeastern Ontario
Volume XIII -- TROR 5: Northwestern Ontario
Volume XIV -- Technical Report
Volume XV -- Detailed Tables

APPENDIX II
TABLES

TABLE I-A

Same Day and Overnight Travel By Destination Region

Destination	Same Day		Overnight		Total	
	#	%	#	%	#	%
TAR 1:Southwestern Ontario	5,389	33.6	1,296	11.8	6,685	24.7
2:Niagara/Midwestern Ontario	5,874	36.6	1,938	17.6	7,812	28.9
3:Grey-Bruce-Huron-Muskoka	12	0.1	405	3.7	417	1.5
4:Metropolitan Toronto	520	3.2	2,994	27.2	3,514	13.0
5:Central Ontario	24	0.1	537	4.9	561	2.1
6:Eastern Ontario	3,442	21.5	1,992	18.1	5,434	20.1
7:Almaguin-Nippising	-	-	134	1.2	134	0.5
8:Rainbow Country	1	*	290	2.6	291	1.1
9:Algoma-Kinniwabi	537	3.3	372	3.4	909	3.4
10:Cochrane-Timiskaming	4	*	87	0.8	91	0.3
11:North of Superior	25	0.2	329	3.0	354	1.3
12:Northwestern Ontario	185	1.2	620	5.6	805	3.0
Total (Base) ('000):	16,042	100.0	10,994	100.0	27,036	100.0
	Person Trips		Person Visits			
7-12:Northern Ontario ⁽¹⁾	753	4.7	1,297	14.3	2,050	9.5
TROR1:Southern Ontario	5,412	33.7	1,537	14.8	6,949	26.3
2:Central Ontario	6,405	39.9	4,957	47.6	11,362	43.0
3:Eastern Ontario	3,443	21.5	2,260	21.7	5,703	21.6
4:Northeastern Ontario	542	3.4	766	7.4	1,308	4.9
5:Northwestern Ontario	211	1.3	896	8.6	1,107	4.2
Total (Base) ('000):	16,042	100.0	10,416	100.0	26,458	100.0
	Person Trips		Person Visits			

* Less than .05 percent.

(1) Based on Person Trips to the Region by same day visitors and Person Trips to the Region by overnight visitors.

TABLE I-B

Seasonality of Travel In Ontario By Length of Stay

<u>Season</u>	<u>Same Day</u>		<u>Overnight</u>	
	#	%	#	%
Jan/Feb/Mar	2,738	17.1	1,162	11.2
Apr/May/June	4,088	25.5	2,328	22.4
July/Aug/Sept	6,182	38.5	5,324	51.1
Oct/Nov/Dec	<u>3,035</u>	<u>18.9</u>	<u>1,603</u>	<u>15.4</u>
Total (Base)				
Person Trips ('000):	16,042	100.0	10,416	100.0
	Person Trips		Person Visits	

TABLE I-C

Total Expenditure In Ontario By Origin and Destination Region (Current\$)

Origin	Destination						
	TAR 1 South- Western Ontario	TAR 2 Niagara/ Midwest Ontario	TAR 3 Grey-Bruce -Huron -Muskoka	TAR 4 Metro Toronto	TAR 5 Central Ontario	TAR 6 Eastern Ontario	TAR 7-12 Northern Ontario
USA	267,165	271,192	24,087	386,799	25,477	141,685	183,955
Michigan	174,603	30,570	6,387	61,926	3,879	3,360	39,083
New York	24,120	111,532	6,244	82,861	5,007	63,706	6,851
Ohio	14,508	31,389	1,689	38,063	6,269	6,796	17,514
Pennsylvania	1,236	32,121	1,717	37,255	4,200	12,784	6,859
Illinois	9,457	8,683	1,016	13,007	303	2,500	22,738
Minnesota	908	518	57	6,437	-	356	28,827
Wisconsin	2,331	5,291	1,514	5,096	95	739	10,441
Indiana	3,311	5,797	187	5,661	410	1,275	12,053
Other USA	36,691	45,291	5,276	136,493	5,314	50,169	39,589
Canada	32,600	63,963	20,729	281,104	26,538	190,657	73,592
Maritimes	6,843	8,222	4,704	45,194	4,608	38,169	8,632
Québec	8,483	19,592	7,716	101,636	13,577	94,867	12,686
Manitoba	4,422	16,974	1,844	42,136	2,671	10,177	28,542
Saskatchewan	2,366	2,781	36	8,500	1,219	12,872	5,298
Alberta	7,420	6,048	2,070	48,997	2,560	18,787	10,856
British Columbia	3,066	9,522	4,359	32,184	1,776	9,972	5,186
Others	-	824	-	2,457	127	5,813	2,392
All Other Countries	3,938	30,835	10,702	149,918	4,138	22,327	3,113
United Kingdom	1,206	4,008	807	37,636	634	5,009	1,341
TOTAL	303,704	365,990	55,522	817,821	56,156	354,673	260,661
%	13.7	16.5	2.5	36.8	2.5	15.9	11.7

TABLE I-C (Continued)

Total Expenditure In Ontario By Origin and Destination Region (Current\$)

Origin	Destination					TOTAL	PERCENT OF TOTAL
	TROR 1 South- west Ontario	TROR 2 Central Ontario	TROR 3 Eastern Ontario	TROR 4 North- west Ontario	TROR 5 North- east Ontario		
USA	280,867	678,528	160,299	93,613	87,057	1,302,604	58.6
Michigan	177,326	98,862	5,090	35,348	3,183	320,384	14.4
New York	25,002	201,494	67,266	6,278	283	300,753	13.5
Ohio	15,620	70,730	12,537	16,269	1,073	116,250	5.2
Pennsylvania	2,362	71,570	16,530	5,353	357	96,531	4.3
Illinois	10,226	21,983	2,756	6,226	16,512	57,969	2.6
Minnesota	1,366	6,554	356	908	27,919	37,106	1.7
Wisconsin	3,377	10,948	741	1,707	8,734	25,526	1.1
Indiana	3,718	11,601	1,604	8,417	3,355	28,775	1.3
Other USA	41,870	184,786	53,419	13,107	25,641	319,310	14.4
Canada	46,959	365,253	204,871	32,878	39,227	694,301	31.2
Maritimes	11,736	56,084	39,920	4,291	4,341	117,922	5.3
Québec	10,503	134,451	102,404	9,443	1,757	259,853	11.7
Manitoba	5,881	61,290	11,054	2,837	25,705	107,683	4.8
Saskatchewan	3,920	10,080	13,776	2,543	2,754	33,589	1.5
Alberta	7,954	57,171	20,757	6,902	3,954	97,292	4.4
British Columbia	6,940	42,921	11,019	4,470	716	66,348	3.0
Others	25	3,256	5,941	2,392	-	11,614	0.5
All Other Countries	7,281	191,061	23,883	1,104	1,642	226,982	10.2
United Kingdom	2,669	41,454	5,178	560	781	50,641	2.3
TOTAL	335,107	1,234,838	389,055	127,595	127,928	2,223,876	
%	15.1	55.5	17.5	5.7	5.8	100.0	100.0

TABLE I-D

Age and Income of Visitors To Ontario

	Province	
	Same Day	Overnight
	%	%
<u>Age</u>		
Under 15	13.8	13.4
15 - 19 years	4.9	4.8
20 - 24	8.6	6.7
25 - 34	22.1	17.6
35 - 44	17.2	19.8
45 - 54	12.4	14.1
55 - 64	11.2	14.2
65+	9.4	8.3
Not stated	0.5	1.0
Base ('000):	16,042 Person Trips	10,992 Person Visits
<u>Household Income (\$CDN)</u>		
Less than \$12,000	6.5	5.7
\$12,000 - \$17,999	1.9	2.6
\$18,000 - \$23,999	9.2	6.8
\$24,000 - \$29,999	10.5	8.1
\$30,000 - \$39,999	13.6	13.1
\$40,000 - \$49,999	18.3	17.8
\$50,000 - \$59,999	3.2	5.6
\$60,000+	24.4	28.7
Refused/not stated	12.5	11.5
Base ('000):	16,042 Person Trips	10,992 Person Visits

TABLE I-E

Occupation and Education of Visitors To Ontario

	Province	
	Same Day %	Overnight %
<u>Occupation (Chief Wage Earner)</u>		
Professional/executive/owner/manager	33.4	41.0
Skilled labour	29.2	26.8
Sales/clerical	19.4	19.0
Unskilled labour	8.0	5.3
Farmer	0.2	1.0
Retired/pensioned	0.9	2.3
Student/unemployed/homemaker	3.8	1.9
Not stated	5.2	2.7
Base ('000):	16,042 Person Trips	10,992 Person Visits
<u>Education (1)</u>		
Elementary	3.6	4.8
High school	40.2	35.3
Post high school (non-university)	16.4	18.3
University	38.9	40.0
Other	0.2	0.1
Not stated	0.7	1.3
Base ('000):	13,838 Person Trips	9,536 Person Visits

(1) Among those aged 15 and over.

APPENDIX III
DEFINITIONS

A. MEASUREMENT OF HOUSEHOLD TRAVEL

1. Visitor

Any person visiting the Province of Ontario and whose permanent place of residence lies outside the province. Excluded were individuals travelling for the following purposes:

- commuting to school or work;
- an operator or crew member of commercial carriers, including trucks;
- for sales calls or deliveries;
- moving to a new residence.

If an individual re-entered the province several times on one trip away from home, that individual was eligible for interview only at the last exit from the province. The study, then, is a survey of visitors rather than visits.

2. Travel Party

Defined as comprising all those persons travelling together and participating in the same activities. In many cases, travel parties consist of members from more than one household.

3. Household Party

Defined as members of the same household travelling together. This is the basic unit of analysis for the survey.

4. Household Trip

A trip involving one person or a group of persons from the same household. For example, if four persons from one household travel together, it counts as one household trip. If they all belong to different households, it counts as four household trips.

5. Person Trip

A trip taken by one person, either singly or in a group. If four persons go on a trip together, it counts as four person trips.

6. Person Night

A night spent by a person on a trip. For example, if two persons take a trip involving three nights away from home, there is a count of six person nights.

7. Person Visit*

A person trip which is counted more than once if there is an overnight stop in more than one area of the province. For example, if two persons stop overnight in one area and then stop in another area, there is a count of four person visits.

- * During the survey, two methods were used to ascertain the destination of each trip. The respondent was asked his/her main destination (or place furthest from home) on each trip. This approach, although simplest, does not enable an accurate measurement of the actual number of people visiting each region. For example, a visitor might give Ottawa as his main destination when, en route, he also stayed overnight in Metro Toronto and Belleville. Thus, in order to estimate the number of visitors to each region more accurately, respondents were also asked to name every place where they had stayed overnight.

B. EXPENDITURE TYPES

1. Automobile

Expenditure on gas/oil/maintenance during trip or prior (when part of prepaid package), and also pertains to trucks, campers and other recreational vehicles such as boats, snowmobiles, etc. Included also are rental costs for autos or other motor vehicles.

2. Public Transportation

Expenditure on fares paid to Canadian carriers only, either during trip or prior (when part of prepaid package), for any destination.

3. Accommodation

Expenditure made in regards to commercial accommodation rooms/units, either during or prior (when part of prepaid package).

4. Food/Beverage

Expenditure on food either during trip or prior (when part of prepaid package), and on beverages, and includes food and/or beverage portion of accommodation bill.

5. Recreation

Expenditure made either during trip or prior (when part of prepaid package) on user fees, admissions and rental fees, and pertains to such items as recreational facilities, sporting events, amusement parks, attractions, night clubs, theatres, cultural activities, fish and game licences, rental of boats, snowmobiles, equipment, etc.

6. Local Transportation

Expenditure on transportation within the local area of any of the places stopped at during the trip. Such expenses include taxi, bus, subway, etc.

7. Other

Expenditure on all other items, such as clothing, art, appliances, furnishings, souvenirs and other miscellaneous purchases made during the trip.

SECTION C: ACTIVITY CATEGORIES

1. Engaged in Outdoor/Sporting Activity

Went golfing, swimming, hiking, taking walks, etc.

2. Engaged in Sightseeing/Touring

Travelling on "scenic routes", to see special views, along back roads, just going for a ride, etc.

3. Engaged in Personal Business

Visited doctor, lawyer, dentist, banking, attended funeral, wedding, etc.

4. Engaged in Business/Conventions

Bought, sold, inspected, consulted, visited associates, serviced customers (do not include sales route activities), attended conferences, group meetings, training courses, seminars (at least 10 people), etc.

5. Went Shopping

Included shopping for food, furniture, etc. One need not have purchased anything. Window shopping or browsing was considered shopping also.

6. Went to a Restaurant to Eat

7. Went on Boat/Rail Tours

8. Went to Historical Sites

Parliament buildings, forts, etc.

9. Attended Sporting Events

Golf tournament, professional ball game, etc.

10. Attended Museums/Galleries

11. Attended Exhibitions/Fairs/Special Events

Flower shows, carnivals, etc.

12. Attended Attractions/Zoo/Amusement Parks

CN Tower, Botanical Gardens, etc.

13. Attended Live Theater/Dance/Music Concerts

Does not include movies in this category.

14. Visited With Friends/Relatives

15. Other Activities

Any other activities were included here.

SECTION D: ACCOMMODATION CATEGORIES

1. Stay with Friends/Relatives

Staying overnight with friends or relatives either at their home or cottage.

2. Hotels/Motor Hotels

Included commercial establishments where one enters one's room from a central hallway. Tourist Homes were also included.

3. Motels

Commercial establishments where one enters one's room directly from outside the establishment.

4. Resort Lodges

Commercial establishments outside large urban areas which provide centralized eating facilities and recreation within the grounds.

5. Commercial Cottages/Cabins

Commercial establishments with most units arranged either singly or in pairs under one roof. No centralized eating facilities or recreation facilities are offered.

6. Private Cottage (For Own Use), Camp, Chalet, Condominium

Owned, rented or borrowed for one's own use.

7. Camping/Trailer Parks

Establishments providing for public use: sites for tents, tent trailers, etc. Residential trailer parks are not included.

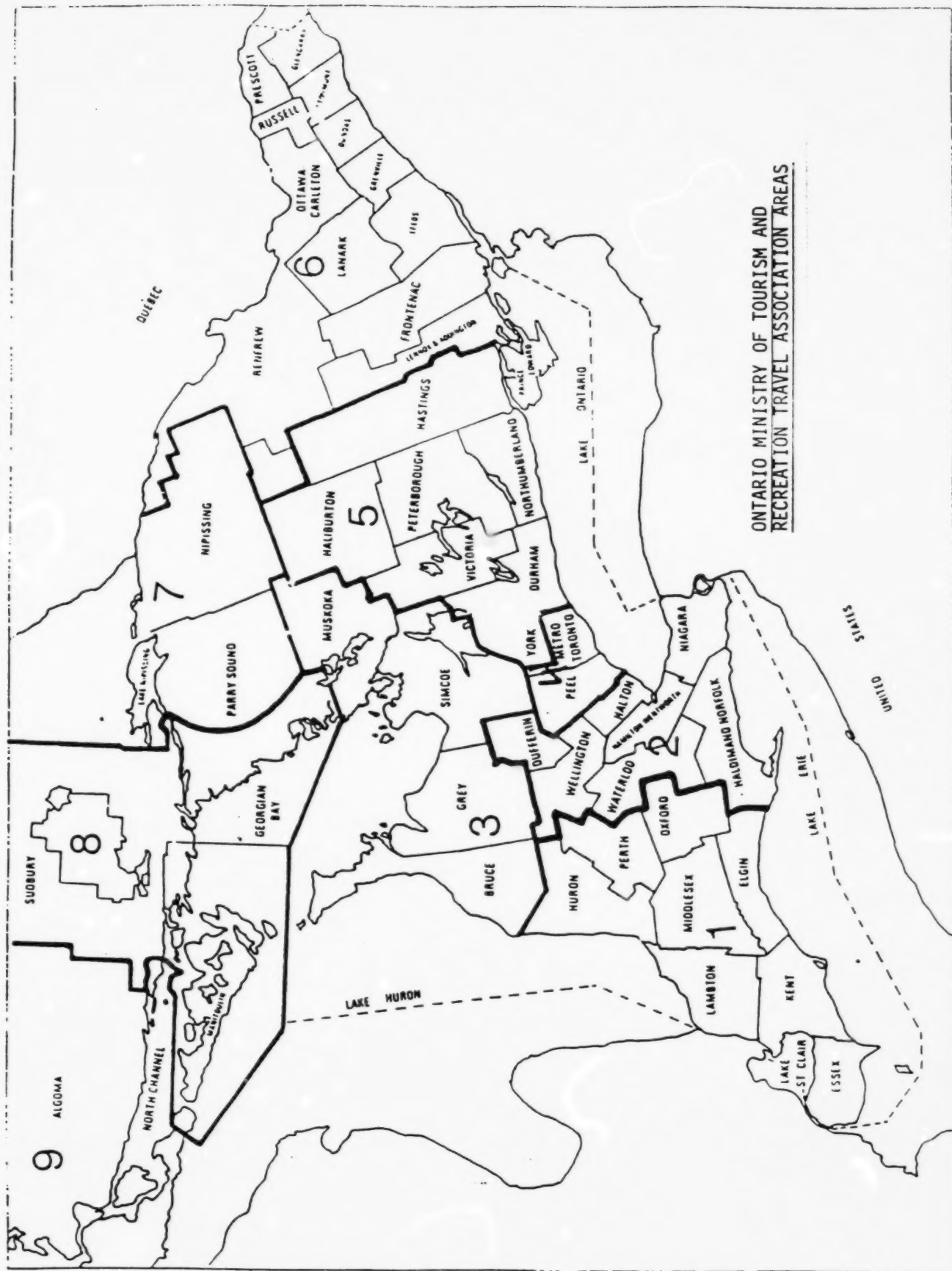
8. Outfitter/Outpost

Commercial establishments which cater to hunting and/or fishing in surrounding locations.

9. Marina/Unorganized Anchorage

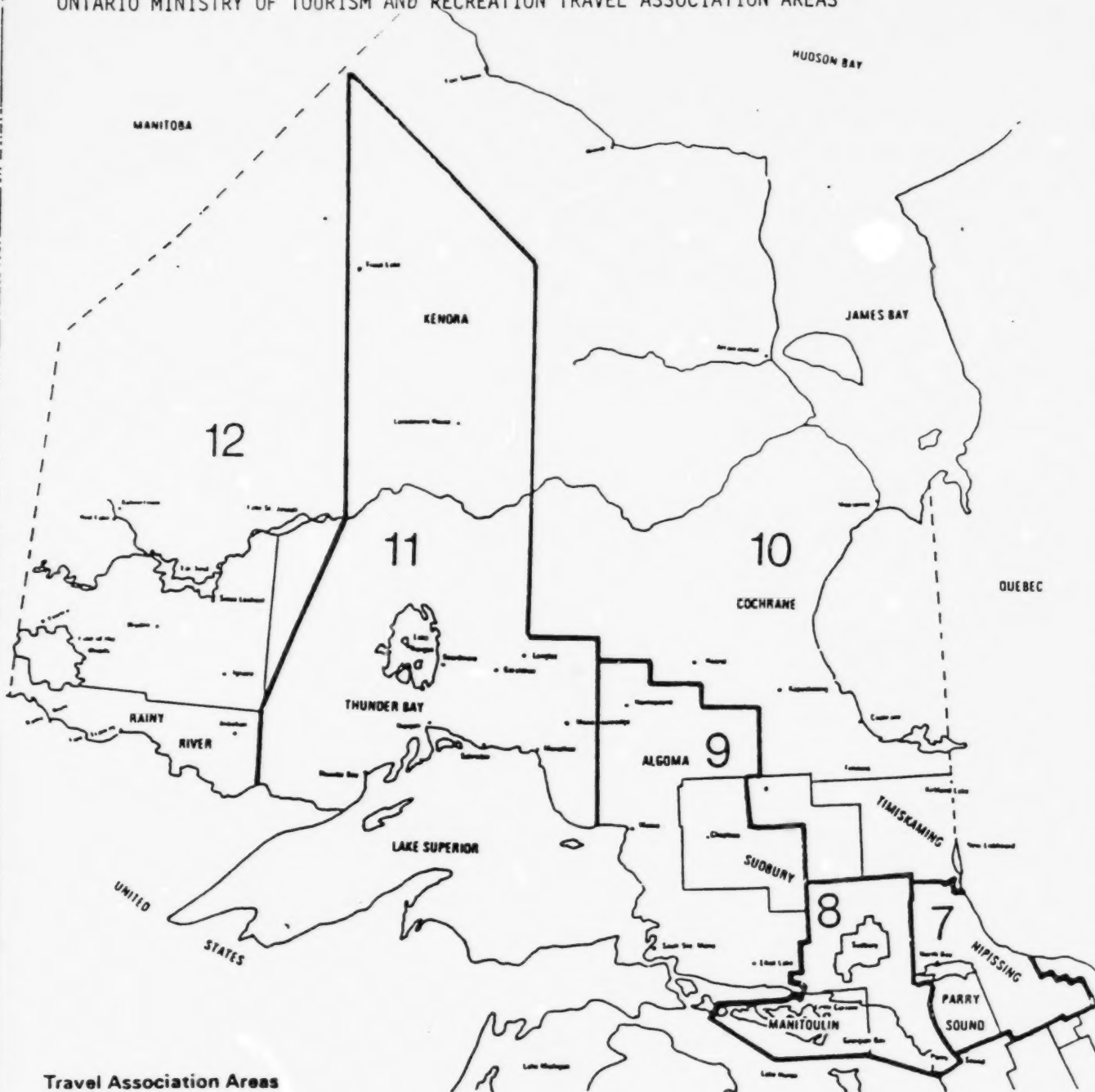
Mooring or docking facilities with or without related services.

APPENDIX IV
MAPS



ONTARIO MINISTRY OF TOURISM AND
RECREATION TRAVEL ASSOCIATION AREAS

ONTARIO MINISTRY OF TOURISM AND RECREATION TRAVEL ASSOCIATION AREAS



Travel Association Areas

1. Southwestern Ontario
2. Niagara & Mid-Western Ontario
3. Grey/Bruce-Huron/Muskoka
4. Metropolitan Toronto
5. Central Ontario
6. Eastern Ontario
7. Almaguin Nipissing
8. Rainbow Country
9. Algoma Kinniwabi
10. Cochrane Timiskaming
11. North of Superior
12. Northwest Ontario

**ONTARIO MINISTRY OF TOURISM AND RECREATION
OPERATING REGIONS**

1. Southwest Ontario
2. Central Ontario
3. Eastern Ontario
4. Northeast Ontario
5. Northwest Ontario

Legend:

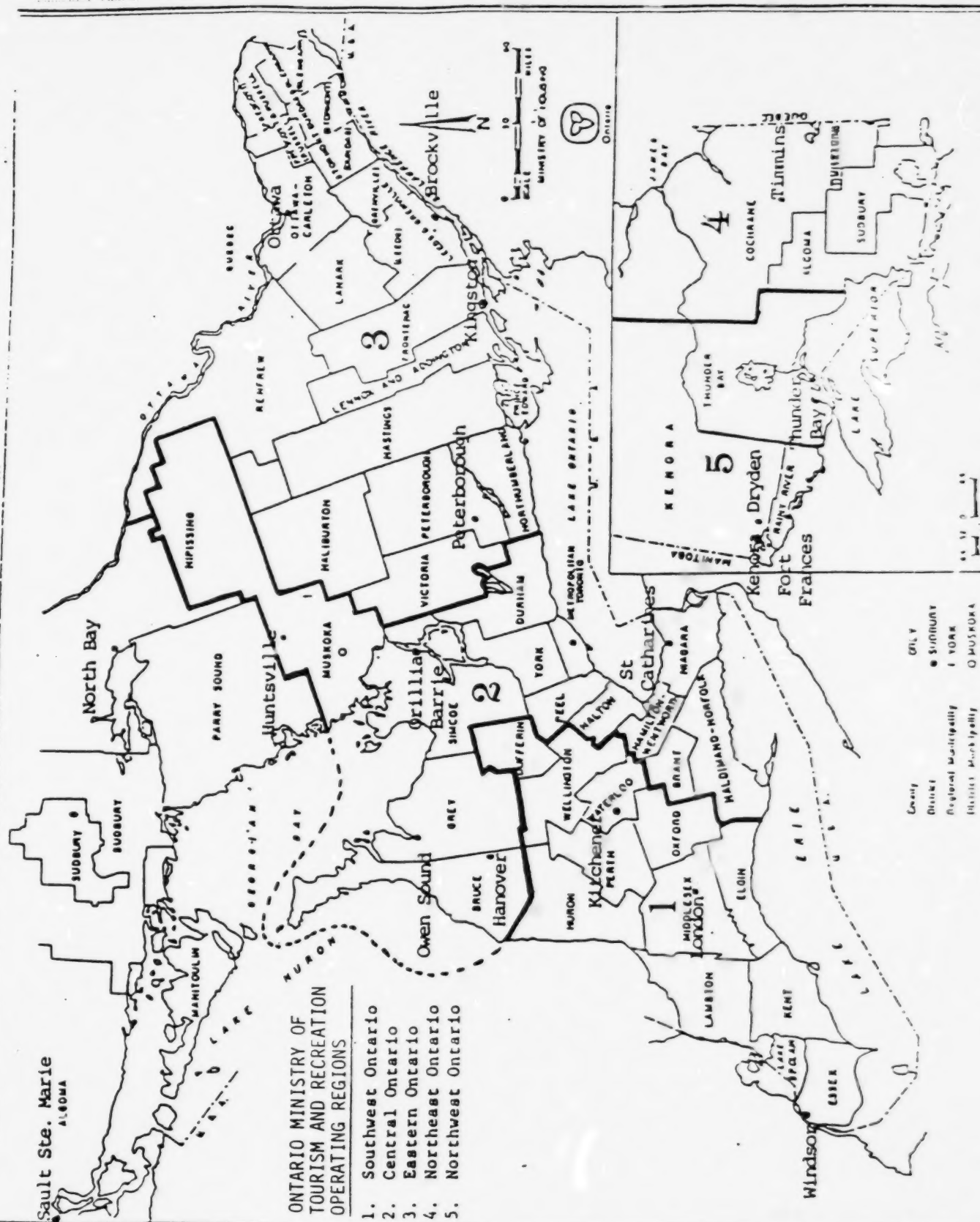
- County
- District
- Regional Municipality
- District Municipality
- Municipality

Scale: 0 to 100 Kilometers / 0 to 100 Miles

North Arrow

ONTARIO MINISTRY OF
TOURISM AND RECREATION
OPERATING REGIONS

1. Southwest Ontario
2. Central Ontario
3. Eastern Ontario
4. Northeast Ontario
5. Northwest Ontario



APPENDIX V
SCREENERS, TALLY SHEETS, QUESTIONNAIRES

SPRING/SUMMER HIGHWAY RECRUITING FORM

1985 ONTARIO EXIT SURVEY

Location: _____	Time: From: _____
	To: _____
<u>Day</u>	<u>Day</u>
April . _____	July _____
May _____	August _____
June _____	September _____

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (ASK ONLY IF NECESSARY) Are you leaving Ontario now?

Yes --- CONTINUE

No --- TALLY VEHICLE.
DISCONTINUE INTERVIEW.

VEHICLE TALLY

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any --- TALLY VEHICLE.
DISCONTINUE INTERVIEW.

No --- CONTINUE

VEHICLE TALLY

3. Will you be entering Ontario again before you go home?

Yes --- TALLY VEHICLE.
DISCONTINUE INTERVIEW.

No --- CONTINUE
X Not sure

VEHICLE TALLY

4. Did you stay overnight or longer in Ontario on this trip?

Overnight --- TALLY AND GO TO MAIN QUESTIONNAIRE.

Day Visitor --- CIRCLE WHETHER OR NOT RECRUITED BELOW

NOTE: IF NOT
BUSY DUE TO LOW
TRAFFIC, RECRUIT
MORE DAY
VISITORS AND
CONTINUE TO
CIRCLE BELOW.

<u>At</u>	<u>Recruit</u>
Highway 17 West, Rainy River, Fort Frances, Pigeon River, Sault Ste Marie, Lansdowne, 417 East, 401 East	Every Day Visitor
Sarnia, Sombra, Walpole Is., Windsor, Ambassador, Queenston, Point Alexandria	Every 2nd Day Visitor
Fort Erie, Rainbow	Every 3rd Day Visitor
Port Lambton, Prescott	Every 4th Day Visitor
Windsor Tunnel, Whirlpool Cornwall, Ottawa	Every 5th Day Visitor

<u>Vehicle</u>	<u>Day Visitor Recruited</u>		<u>Vehicle</u>	<u>Day Visitor Recruited</u>		<u>Vehicle</u>	<u>Day Visitor Recruited</u>	
	<u>Yes</u>	<u>No</u>		<u>Yes</u>	<u>No</u>		<u>Yes</u>	<u>No</u>
1.	Y	N	21.	Y	N	41.	Y	N
2.	Y	N	22.	Y	N	42.	Y	N
3.	Y	N	23.	Y	N	43.	Y	N
4.	Y	N	24.	Y	N	44.	Y	N
5.	Y	N	25.	Y	N	45.	Y	N
6.	Y	N	26.	Y	N	46.	Y	N
7.	Y	N	27.	Y	N	47.	Y	N
8.	Y	N	28.	Y	N	48.	Y	N
9.	Y	N	29.	Y	N	49.	Y	N
10.	Y	N	30.	Y	N	50.	Y	N
11.	Y	N	31.	Y	N	51.	Y	N
12.	Y	N	32.	Y	N	52.	Y	N
13.	Y	N	33.	Y	N	53.	Y	N
14.	Y	N	34.	Y	N	54.	Y	N
15.	Y	N	35.	Y	N	55.	Y	N
16.	Y	N	36.	Y	N	56.	Y	N
17.	Y	N	37.	Y	N	57.	Y	N
18.	Y	N	38.	Y	N	58.	Y	N
19.	Y	N	39.	Y	N	59.	Y	N
20.	Y	N	40.	Y	N	60.	Y	N

STINT SUMMARY

TOTAL VEHICLES TALLIED	- 0.1	_____	<u>A</u>
TOTAL VEHICLES TALLIED	- 0.2	_____	<u>B</u>
TOTAL VEHICLES TALLIED	- 0.3	_____	<u>C</u>
TOTAL OVERNIGHT VISITORS STOPPED	- 0.4	_____	<u>D</u>
TOTAL DAY VISITORS STOPPED	- 0.4	_____	<u>E</u>
TOTAL DAY VISITORS RECRUITED	- 0.4	_____	<u>F</u>

WINTER HIGHWAY RECRUITING FORM

1985 ONTARIO EXIT SURVEY

Location: _____	Time: From: _____
	To: _____
<u>Day</u>	<u>Day</u>
January _____	October _____
February _____	November _____
March _____	December _____

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (ASK ONLY IF NECESSARY) Are you leaving Ontario now?

Yes → CONTINUE

No → TALLY VEHICLE.
DISCONTINUE INTERVIEW.VEHICLE TALLY

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any → TALLY VEHICLE.
DISCONTINUE INTERVIEW.

No → CONTINUE

VEHICLE TALLY

3. Will you be entering Ontario again before you go home?

Yes → TALLY VEHICLE.
DISCONTINUE INTERVIEW.☒ No Not sure → CONTINUEVEHICLE TALLY

4. Did you stay overnight or longer in Ontario on this trip?

Overnight → GO TO MAIN QUESTIONNAIRE.

Day Visitor → CIRCLE WHETHER OR NOT RECRUITED BELOW

At	Recruit
Highway 17 West, Lansdowne, 417 East, 401 East	Every Day Visitor
Sault Ste. Marie, Queenston	Every 3rd Day Visitor
Sarnia	Every 4th Day Visitor
Windsor, Fort Erie Rainbow, Cornwall, Ottawa	Every 5th Day Visitor

Vehicle	Day Visitor Recruited		Vehicle	Day Visitor Recruited		Vehicle	Day Visitor Recruited	
	Yes	No		Yes	No		Yes	No
1.	Y	N	31.	Y	N	61.	Y	N
2.	Y	N	32.	Y	N	62.	Y	N
3.	Y	N	33.	Y	N	63.	Y	N
4.	Y	N	34.	Y	N	64.	Y	N
5.	Y	N	35.	Y	N	65.	Y	N
6.	Y	N	36.	Y	N	66.	Y	N
7.	Y	N	37.	Y	N	67.	Y	N
8.	Y	N	38.	Y	N	68.	Y	N
9.	Y	N	39.	Y	N	69.	Y	N
10.	Y	N	40.	Y	N	70.	Y	N
11.	Y	N	41.	Y	N	71.	Y	N
12.	Y	N	42.	Y	N	72.	Y	N
13.	Y	N	43.	Y	N	73.	Y	N
14.	Y	N	44.	Y	N	74.	Y	N
15.	Y	N	45.	Y	N	75.	Y	N
16.	Y	N	46.	Y	N	76.	Y	N
17.	Y	N	47.	Y	N	77.	Y	N
18.	Y	N	48.	Y	N	78.	Y	N
19.	Y	N	49.	Y	N	79.	Y	N
20.	Y	N	50.	Y	N	80.	Y	N
21.	Y	N	51.	Y	N	81.	Y	N
22.	Y	N	52.	Y	N	82.	Y	N
23.	Y	N	53.	Y	N	83.	Y	N
24.	Y	N	54.	Y	N	84.	Y	N
25.	Y	N	55.	Y	N	85.	Y	N
26.	Y	N	56.	Y	N	86.	Y	N
27.	Y	N	57.	Y	N	87.	Y	N
28.	Y	N	58.	Y	N	88.	Y	N
29.	Y	N	59.	Y	N	89.	Y	N
30.	Y	N	60.	Y	N	90.	Y	N

STINT SUMMARY

TOTAL VEHICLES TALLIED - Q.1 _____

TOTAL VEHICLES TALLIED - Q.2 _____

TOTAL VEHICLES TALLIED - Q.3 _____

TOTAL DAY VISITORS STOPPED - Q.4 _____

TOTAL DAY VISITORS RECRUITED - Q.4 _____

SPECIAL FLAG PERSON SCREENERFOR REFUSALS ONLYUSE ONLY AT FORT FRANCES/INTERNATIONAL FALLS

Location: <u>Fort Frances</u>	Time: From: _____ To: _____
Month: _____	(Be sure to start a new page for every hour)
Day: _____	

INSTRUCTIONS - USE THIS SCREENER ONLY IF:

- Vehicle is private, non-Ontario, and
- Driver refuses to pull over to interviewing station.

ASK, OR USE BEST JUDGEMENT

(Q.1 NOT ASKED)

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any - TALLY VEHICLE

NO ... GO TO Q.4

(Q.3 NOT ASKED)

4. Did you stay overnight or longer on this trip?

YES Overnight - TALLY VEHICLE

NO Day Visitor (and or local resident of International Falls Area)
- TALLY VEHICLE

5. IF CANNOT ESTIMATE WHICH OF THE 3 ABOVE GROUPS REFUSED VEHICLE BELONGS IN, TALLY HERE.

DON'T KNOW

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 24, 1985

HOURLY VEHICLE TALLY SHEET
1985 ONTARIO EXIT SURVEY

Station: _____

Date: _____

Time started: _____

Time finished: _____

USE A SEPARATE
SHEET FOR EACH HOUR
OR PART THEREOF

Non-commercial vehicles
(includes cars, campers,
private vans,
motorcycles, etc.)

RECORD EACH VEHICLE	TOTAL

Ontario plates

Non-Ontario plates

Unidentifiable
plates

Commercial Vehicles

Trucks, vans

Inter-city buses

Local buses

Taxis

Police, fire, courier,
ambulance, government,
diplomat
[NOTE: if any doubt,
count as non-commercial]

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 24, 1985

NIGHT OBSERVATION
HOURLY VEHICLE TALLY SHEET
1985 ONTARIO EXIT SURVEY

Station: _____

Date: _____

Time started: _____

Time finished: _____

USE A SEPARATE
SHEET FOR EACH HOUR
OR PART THEREOF

Non-commercial vehicles
(includes cars, campers,
private vans,
motorcycles, etc.)

Ontario plates

Non-Ontario plates

Unidentifiable
plates

RECORD EACH VEHICLE	TOTAL

Commercial Vehicles

Trucks, vans

Inter-city buses

Local buses

Taxis

Police, fire, courier,
ambulance, government,
diplomat
[NOTE: if any doubt,
count as non-commercial]

1985 ONTARIO EXIT SURVEY

Location _____	Highway Mode	Other Mode
Date _____	Car 01	Regular airline 10
(Day) (Month)	Station wagon 02	Chartered airline 11
Starting hour of interviews	Truck 03	Regular bus 12
(e.g. 9-9:59 am, 10-10:59 am)	Truck camper 04	Chartered bus 13
_____ am	Van 05	Train 14
_____ pm	Motor home 06	Passenger ferry 15
Air _____	Tent trailer 07	Private boat 16
Carrier: _____	Travel trailer 08	Other 17
Flight No.: _____	Motorcycles 09	
IF "NOT SURE" ABOUT RETURNING TO ONTARIO FROM SCREENER X, CIRCLE → 1		

1. First, where is your regular place of residence?

(NEAREST CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY) _____

2. Now, how many people are there in your immediate travel party? That is, how many people including yourself are travelling together?

1 SKIP TO Q.4-b)

2+ (SPECIFY) _____

3. How many different households are represented in this party?

_____ households

HIGHWAY PROCEDURE	IF ONLY ONE HOUSEHOLD SKIP TO Q.4-b). IF TWO OR MORE ASK: Who is the head of each of your households here either male or female? (ASK HEADS) To help in selecting someone to interview, whose birthday comes next? What month would that be? (MONTH) _____ INTERVIEW SELECTED HOUSEHOLD HEAD - GO TO Q.4-a)
AIRPORT PROCEDURE	(ASK:) I'd like to speak to the male or female head of your household here, please. (INTERVIEW)

- 4-a) (IF TWO OR MORE HOUSEHOLDS IN Q.3 ASK:) Including yourself, how many members of your household are travelling together on this trip?

_____ persons

- b) (ASK EVERYONE) Including yourself, how many of these persons in your household are: (READ)

Age 15 or older? _____

Age 7 - 14? _____

Age 6 or under? _____

5. Thinking about your entire trip, please tell me your main destination away from home? (IF MORE THAN ONE, ENTER NAME OF PLACE FARTHEST FROM HOME.)

(NEAREST CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY) _____

6. (DO NOT ASK AT AIRPORTS) Is (MAIN DESTINATION IN Q.5) over or under 50 miles away from home?

50 miles+ 1

Under 50 miles 2

7. (IF "ONTARIO" DESTINATION IN Q.5. RE-WRITE BELOW. OTHERWISE ASK:) What was your main destination within Ontario? (IF MORE THAN ONE, ENTER NAME OF PLACE FARTHEST FROM HOME.)

(NEAREST CITY/TOWN)

8-a) Where did you first enter Ontario on this trip?

(SPECIFY EXACT HIGHWAY/TERMINAL/STATION/DEPOT/PORT)

-b) (IF RESIDENT OF COUNTRY OTHER THAN CANADA OR U.S. ASK:) Before entering Ontario did you stop at all in or visit: (READ)

	Y	N
The United States?		

Any other Canadian province? Y N

9. How many nights in total is your trip away from home?

nights

None--day trip	00	SKIP TO Q.12
----------------	----	--------------

10. How many nights were spent in Ontario?

nights

None--day trip	00	SKIP TO 0.12
----------------	----	--------------

11-a) Thinking of your (NIGHTS IN Q.10) nights in Ontario, in which city or town did you first stay over night and how many nights did you stay there at that time? (RECORD BELOW.) And following that where did you stay and for how many nights? (RECORD NEAREST CITY/TOWN UNTIL ALL NIGHTS ACCOUNTED FOR)

-b) (HAND GREEN CARD) Please look at the green card and tell me in what type of accommodation you mainly stayed in (READ FIRST OVERNIGHT STOP). Just read the number on the card. (REPEAT FOR EACH STOP)

[illegible]

TOTAL NIGHTS

BE SURE ALL NIGHTS IN Q.11 ADD TO TOTAL IN Q.10.

Code List

1. Friends/relatives 2. Hotels/motor hotels 3. Motels 4. Resort lodges
5. Commercial cottages/cabins 6. Private cottage 7. Camping/trailer
8. Outfitter/outpost 9. Marina/unorganized anchorage

12-a) Could you please look at the blue card and tell me what was your main purpose for visiting Ontario.

-b) What are the other purposes of this trip, if any? (PROBE) Any others?

Main Purpose (Circle One Only)	Other Purposes
☐ 1. To obtain information ☐ 2. To obtain services ☐ 3. To obtain financial assistance ☐ 4. To obtain medical assistance ☐ 5. To obtain legal assistance ☐ 6. To obtain other assistance ☐ 7. To obtain other assistance	☐ 8. To obtain other assistance ☐ 9. To obtain other assistance ☐ 10. To obtain other assistance ☐ 11. To obtain other assistance ☐ 12. To obtain other assistance ☐ 13. To obtain other assistance ☐ 14. To obtain other assistance ☐ 15. To obtain other assistance ☐ 16. To obtain other assistance ☐ 17. To obtain other assistance ☐ 18. To obtain other assistance ☐ 19. To obtain other assistance ☐ 20. To obtain other assistance ☐ 21. To obtain other assistance ☐ 22. To obtain other assistance ☐ 23. To obtain other assistance ☐ 24. To obtain other assistance ☐ 25. To obtain other assistance ☐ 26. To obtain other assistance ☐ 27. To obtain other assistance ☐ 28. To obtain other assistance ☐ 29. To obtain other assistance ☐ 30. To obtain other assistance ☐ 31. To obtain other assistance ☐ 32. To obtain other assistance ☐ 33. To obtain other assistance ☐ 34. To obtain other assistance ☐ 35. To obtain other assistance ☐ 36. To obtain other assistance ☐ 37. To obtain other assistance ☐ 38. To obtain other assistance ☐ 39. To obtain other assistance ☐ 40. To obtain other assistance ☐ 41. To obtain other assistance ☐ 42. To obtain other assistance ☐ 43. To obtain other assistance ☐ 44. To obtain other assistance ☐ 45. To obtain other assistance ☐ 46. To obtain other assistance ☐ 47. To obtain other assistance ☐ 48. To obtain other assistance ☐ 49. To obtain other assistance ☐ 50. To obtain other assistance ☐ 51. To obtain other assistance ☐ 52. To obtain other assistance ☐ 53. To obtain other assistance ☐ 54. To obtain other assistance ☐ 55. To obtain other assistance ☐ 56. To obtain other assistance ☐ 57. To obtain other assistance ☐ 58. To obtain other assistance ☐ 59. To obtain other assistance ☐ 60. To obtain other assistance ☐ 61. To obtain other assistance ☐ 62. To obtain other assistance ☐ 63. To obtain other assistance ☐ 64. To obtain other assistance ☐ 65. To obtain other assistance ☐ 66. To obtain other assistance ☐ 67. To obtain other assistance ☐ 68. To obtain other assistance ☐ 69. To obtain other assistance ☐ 70. To obtain other assistance ☐ 71. To obtain other assistance ☐ 72. To obtain other assistance ☐ 73. To obtain other assistance ☐ 74. To obtain other assistance ☐ 75. To obtain other assistance ☐ 76. To obtain other assistance ☐ 77. To obtain other assistance ☐ 78. To obtain other assistance ☐ 79. To obtain other assistance ☐ 80. To obtain other assistance ☐ 81. To obtain other assistance ☐ 82. To obtain other assistance ☐ 83. To obtain other assistance ☐ 84. To obtain other assistance ☐ 85. To obtain other assistance ☐ 86. To obtain other assistance ☐ 87. To obtain other assistance ☐ 88. To obtain other assistance ☐ 89. To obtain other assistance ☐ 90. To obtain other assistance ☐ 91. To obtain other assistance ☐ 92. To obtain other assistance ☐ 93. To obtain other assistance ☐ 94. To obtain other assistance ☐ 95. To obtain other assistance ☐ 96. To obtain other assistance ☐ 97. To obtain other assistance ☐ 98. To obtain other assistance ☐ 99. To obtain other assistance ☐ 100. To obtain other assistance

Visiting friends or relatives	1		1
Recreation/pleasure	2		2
Shopping	3		3
Personal business	4		4
Convention	5		5
Other business	6		6
NONE			7

13. (IF ONTARIO DESTINATION IN Q.7 ASK) Please look at the yellow card and tell me which of these activities, if any, you (or any household member with you) engaged in specifically while in or around (DESTINATION IN Q.7). Just read me the numbers on the card.(PROBE) Any others?

(IF PASSING THROUGH ONLY" IN Q.7 ASK) Please look at the yellow card and tell me which of these activities, if any, you (or any household members with you) engaged in while passing through the province. Just read me the number on the card. (PROBE) Any others?

Engaged in ...

1. Outdoor/sporting activity 01
2. Sightseeing/Touring 02
3. Personal business 03
4. Business/conventions 04

Went ...

5. Shopping 05
6. To a restaurant to eat 06
7. On boat/rail tours 07
8. To historical sites 08

Attended ...

9. Sporting events 09
10. Museums/galleries 10
11. Exhibitions/fairs/special events .. 11
12. Attractions/zoos/amusement parks .. 12
13. Live theater/dance/music concerts . 13

14. Visited with friends/relatives 14
15. Other activities 15

- 14-a) I'm interested in your travel expenses (and those of other household members with you). First please look at the white card and tell me which of these items, if any, were paid for in whole or in part before arriving in Ontario? (PROBE) Anything else? (RECORD BELOW)

- b) (IF ONLY ONE ITEM IN Q.14-a CIRCLE UNDER "SEPARATELY" IN Q.14-b. THEN SKIP TO Q.14-c. IF TWO OR MORE ASK:) Which of those items, if any, were paid for separately and which, if any, were bought together as a prepaid package or prepaid tour? (RECORD BELOW)

- c) (FOR EACH ITEM BOUGHT "SEPARATELY" ASK:) What was the total amount paid (for all household members) for (EACH)?

	(a)	(b)	(c)	
Transportation (air, train, bus, or ship)	Prepaid Items	Separately	As Package Or Tour	Amount for Each Bought Separately
Canadian carrier	1	1	2	
Other carrier	2	1	2	
Auto rental	3	1	2	
Accommodation	4	1	2	
Food	5	1	2	
Entertainment	6	1	2	
NONE	7	SKIP TO Q.15		

Note Whether
Amounts Are:
Canadian \$ 1
American \$ 2
Other: (SPECIFY)

- d) (IF "PACKAGE OR TOUR" ASK:) What was the total amount paid (for all household members) for the prepaid package or tour?

Amount

Note Whether Amount is:
Canadian \$ 1
American \$ 2
Other: (SPECIFY)

15. Now please look at the grey card and give me your best estimate of all other spending while in Ontario by you (and other household members) in each of these categories. Please include all spending in the province whether paid for by cash, travellers cheque or credit card. (IF ANY PREPAID IN Q.14-a) ASK:) However, don't include any of the prepaid expenses discussed earlier. How much, if any, did you (and other household members) spend while in Ontario for: (READ EACH)

	Amount Spend in Ontario	None	Note Whether Amounts Are:
Air transportation		[]	Canadian \$ 1
Canadian carriers	_____		American \$ 2
Other carriers	_____		Other:(SPECIFY)
Train, bus, ship		[]	
Canadian carriers	_____		
Other carriers	_____		
Automobile expenses (gas, oil repairs, car rental, etc.)	_____	[]	
Local transportation (taxi, bus, subway, etc)	_____	[]	
Accommodation (excluding food)...	_____	[]	
Food or beverage	_____	[]	
Recreation or pleasure	_____	[]	
All other purchases or spending .	_____	[]	

(IF THIS LINE \$300 OR MORE ASK:) Were there any individual items bought in that last amount which cost \$300 or more? (SPECIFY ITEMS)

NONE []

NOTE: IF RESPONDENT UNWILLING TO OR CANNOT BREAK DOWN EXPENDITURES, ATTEMPT TO DETERMINE TOTAL SPENDING WHILE IN ONTARIO. RECORD CURRENCY AS WELL.

TOTAL _____

- 16-a) Thinking of the 6 months prior to this visit to Ontario, do you recall seeing or hearing any advertising for vacation travel in Ontario before you left home?

Yes

Y

No

N

Don't Know

DK

SKIP TO Q.17

- b) Please look at the pink card. Where was that advertising seen or heard? (PROBE)
Anywhere else?

Brochure	1	T.V.	6
Magazine advertisement	2	Billboard	7
Newspaper advertisement	3	Travel agency	8
Booklet/supplement in newspaper	4	Ontario Travel Centre	9
Radio	5	Other (SPECIFY)	
		Don't know	DK

16-c) Using the answer categories at the top of the brown card, to what degree did seeing or hearing that advertising: (READ EACH STATEMENT)

	To A Large Degree	To A Small Degree	Not At All
o Prompt you to find out more about Ontario?	1	2	3
o Influence your decision to travel to Ontario?	1	2	3
o Help you decide which places or attractions to visit?	1	2	3

17-a) Had you (or any household members with you) visited Ontario before this trip?

Yes ☒ No ☐

-b) In what year was that last visit?

1986	1	1981	6
1985	2	1980	7
1984	3	1979	8
1983	4	1978 or earlier	9
1982	5		

Now, a few questions to help describe the people we have been talking to.

18. Again look at the brown card. Could you please tell me your age and highest education attained. Just read me the letters. (IF MORE THAN ONE IN HOUSEHOLD PARTY ASK:) Please describe each of the other people in your household party age 15 and over, starting with oldest first. (REPEAT FOR EACH)

		All Adults Age 15+					
Sex		Self	Others: Oldest	Next Oldest	Next Oldest	Next Oldest	Next Oldest
A	Male	1	1	1	1	1	1
B	Female	2	2	2	2	2	2
<u>Age</u>							
C	15 to 19 years	1	1	1	1	1	1
D	20 to 24 years	2	2	2	2	2	2
E	25 to 34 years	3	3	3	3	3	3
F	35 to 44 years	4	4	4	4	4	4
G	45 to 54 years	5	5	5	5	5	5
H	55 to 64 years	6	6	6	6	6	6
I	65 years and over	7	7	7	7	7	7
	REFUSED	R	R	R	R	R	R
<u>Highest Education Attained</u>							
J	Elementary/public school	1	1	1	1	1	1
K	High school	2	2	2	2	2	2
L	Post-high school (non-university)	3	3	3	3	3	3
M	University	4	4	4	4	4	4
	REFUSED	R	R	R	R	R	R
	OTHER (SPECIFY)						

19. What is the occupation of the chief wage earner in your household? I don't mean the name of the company, but just the type of job and type of company. (IF RETIRED, CIRCLE HERE ...1... AND ASK: What was his/her occupation before he/she retired?)

(TYPE OF JOB) _____ in _____ (TYPE OF COMPANY)

20. Could you please look at the orange card and tell me the total income of your household before taxes in 1984. Just read me the appropriate letter.

E	Less than \$12,000	1	Note Whether Amount is:
F	\$12,000 to \$17,999	2	Canadian \$ 1
G	\$18,000 to \$23,999	3	American \$ 2
H	\$24,000 to \$29,999	4	Other:
I	\$30,000 to \$39,999	5	_____
J	\$40,000 to \$49,999	6	(AMOUNT)
K	\$50,000 to \$59,999	7	_____
L	\$60,000 or over	8	(CURRENCY)
	DON'T KNOW	DK	
	REFUSED	R	

21. In total, how many people contributed to that income in 1984?

1 2 3 4 or more [] individual(s)

22. What comments would you like to make, either positive or negative, about your stay in Ontario? (PROBE) Anything else?

None 00

(HAND BUMPER STICKER) Thank you for your help. Please accept this "Yours To Discover" bumper sticker as a token of our appreciation.

Name: _____ Phone: _____
Address: _____ Town/City: _____
Province: _____ Postal Code: _____

At some point in the future we may want to contact some of the people surveyed for additional information. May we contact you if necessary?

Yes Y

No N

"I hereby certify that this interview was conducted according to the questionnaire and instructions for this study and that the answers recorded are as given to me by this respondent.

I also realize that a proportion of my work will be checked back for verification."

(Interviewer's Name--Please Print)

(Interviewer's Signature)

FALL HIGHWAY RECRUITING FORM
1985 ONTARIO EXIT SURVEY

Location: _____	Time: From: _____
	To: _____
<u>Day</u>	
October: _____	
November: _____	
December: _____	
Hello, I'm _____. We are conducting a short travel survey for the Ontario government.	

1. (ASK ONLY IF NECESSARY) Are you leaving Ontario now?

Yes --- CONTINUE

No --- TALLY VEHICLE.
DISCONTINUE INTERVIEW.VEHICLE TALLY

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any --- TALLY VEHICLE.
DISCONTINUE INTERVIEW.

No --- CONTINUE

VEHICLE TALLY

3. Will you be entering Ontario again before you go home?

Yes --- TALLY VEHICLE.
DISCONTINUE INTERVIEW.No --- CONTINUE
X Not sureVEHICLE TALLY

4. Did you stay overnight or longer in Ontario on this trip?

Overnight --- TALLY AND GO TO MAIN QUESTIONNAIRE.

Day Visitor --- CIRCLE WHETHER OR NOT RECRUITED BELOW

NOTE: IF NOT
BUSY DUE TO LOW
TRAFFIC, RECRUIT
MORE DAY
VISITORS AND
CONTINUE TO
CIRCLE BELOW.

At

Recruit

Highway 17 West, Lansdowne,
417 East, 401 East

Every Day Visitor

Sault Ste. Marie, Queenston

Every 3rd Day Visitor

Sarnia

Every 4th Day Visitor

Windsor, Fort Erie, Rainbow
Cornwall, Ottawa

Every 5th Day Visitor

Vehicle	Day Visitor Recruited		Vehicle	Day Visitor Recruited		Vehicle	Day Visitor Recruited	
	Yes	No		Yes	No		Yes	No
1.	Y	N	21.	Y	N	41.	Y	N
2.	Y	N	22.	Y	N	42.	Y	N
3.	Y	N	23.	Y	N	43.	Y	N
4.	Y	N	24.	Y	N	44.	Y	N
5.	Y	N	25.	Y	N	45.	Y	N
6.	Y	N	26.	Y	N	46.	Y	N
7.	Y	N	27.	Y	N	47.	Y	N
8.	Y	N	28.	Y	N	48.	Y	N
9.	Y	N	29.	Y	N	49.	Y	N
10.	Y	N	30.	Y	N	50.	Y	N
11.	Y	N	31.	Y	N	51.	Y	N
12.	Y	N	32.	Y	N	52.	Y	N
13.	Y	N	33.	Y	N	53.	Y	N
14.	Y	N	34.	Y	N	54.	Y	N
15.	Y	N	35.	Y	N	55.	Y	N
16.	Y	N	36.	Y	N	56.	Y	N
17.	Y	N	37.	Y	N	57.	Y	N
18.	Y	N	38.	Y	N	58.	Y	N
19.	Y	N	39.	Y	N	59.	Y	N
20.	Y	N	40.	Y	N	60.	Y	N

STINT SUMMARY

TOTAL VEHICLES TALLIED - Q.1 _____
TOTAL VEHICLES TALLIED - Q.2 _____
TOTAL VEHICLES TALLIED - Q.3 _____
TOTAL OVERNIGHT VISITORS STOPPED - Q.4 _____
TOTAL DAY VISITORS STOPPED - Q.4 _____
TOTAL DAY VISITORS RECRUITED - Q.4 _____

AIRPORT SCREENER
1985 ONTARIO EXIT SURVEY

Airport: _____	• Flight No. originates from this airport?
Carrier: _____	Yes Y No N
Flight No.: _____	• First stop out of province?
Expected Departure Time: _____ am	Yes Y No N
pm	

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. Are you travelling on (READ CARRIER & FLIGHT NO.)?
Yes → CONTINUE No → END INTERVIEW

2. (DO NOT ASK IF ORIGINATES AT THIS AIRPORT) Are you boarding (READ CARRIER & FLIGHT NO.) for the first time here today?
Yes → CONTINUE No → END INTERVIEW

3. (DO NOT ASK IF NEXT STOP OUT OF PROVINCE) Are you leaving Ontario on this flight?
Yes → CONTINUE No → SKIP TO Q.7

4. Are you currently a resident of Ontario?
Yes → SKIP TO Q.7 No → CONTINUE

- 5-a) Did you come in today on another flight?
Yes → CONTINUE No → SKIP TO Q.6

- b) Have you left the airport at all between flights?
Yes → SKIP TO Q.6 No → CONTINUE

- c) Have you visited Ontario at any other time on this particular trip, other than spending time at the airport?
Yes → CONTINUE WITH Q.6 No → ASK Q.7 AND THEN END INTERVIEW

6. Will you be coming back to Ontario again before you go home?
Yes Y No Not sure (X) → SWITCH TO QUESTIONNAIRE AND INTERVIEW HEAD OF HOUSEHOLD PARTY

Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)
RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

7. Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)
RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 29, 1985

AIR

FLIGHT RECORD SHEET

COMPLETE ONE
PER FLIGHT

ONTARIO EXIT SURVEY

Airport: _____

Date: _____

Stint Start Time: _____

Carrier: _____

Flight No.: _____

Next Destination: _____

No. of Passengers Boarded: _____

No. of Completed Questionnaires: _____

No. of Passengers on Carrier
From Q.6 on Airport Screener: _____

No. of Passengers on Carrier
From Q.7 on Airport Screener: _____

Last listed departure time: _____

T1118-84
December 10, 1984

Location No.: _____
Date: _____
Time: _____

[illegible]

TRAIN SCREENER

1985 ONTARIO EXIT SURVEY

COMPLETE ONE PER INTERVIEWER PER TRAIN

Train Station/ City of Departure: _____	Date: _____
Next Destination: _____	Scheduled Departure Time: _____ am pm
	Actual Departure Time (if different): _____ am pm

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (DO NOT ASK IF NEXT TRAIN STOPS OUT OF PROVINCE) Are you leaving Ontario on this train?

Yes → CONTINUE

No → END & ERASE

2. Are you currently a resident of Ontario?

Yes → SKIP TO Q.4

No → CONTINUE

3. Will you be coming back to Ontario again before you go home?

Yes

No

Not sure

→ GIVE QUESTIONNAIRE TO HEAD OF HOUSEHOLD PARTY. RECORD SIZE OF HOUSEHOLD AT Q.5.

Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

4. (ONTARIO RESIDENTS) Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

5. (ELIGIBLE NON-RESIDENTS - TO RECEIVE QUESTIONNAIRE.) Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. GIVE QUESTIONNAIRE.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

6. TOTAL NO. OF PASSENGERS OUTBOUND FROM ONTARIO (to be attained from Conductor):
- _____

TRAVELDATA INTERNATIONAL

Study No. T1118-84
February 22, 1985

TRAIN

RECORD SHEET

ONTARIO EXIT SURVEY

COMPLETE ONE PER TRAIN

- A. Train Station: _____
- B. Date: _____
- C. Scheduled Departure Time: _____
- D. Actual Departure Time
(if different): _____
- E. Train No.: _____
- F. Origin of Service: _____
- G. Next Destination: _____
- H. No. of Passengers on Carrier
From Q.3 on Train Screener: _____
- I. No. of Passengers on Carrier
From Q.4 on Train Screener: _____
- J. No. of Passengers on Carrier
From Q.5 on Train Screener: _____
- K. No. of Questionnaires Distributed
(No. of households at Q.3): _____
- L. No. of Completed Questionnaires
Collected: _____
- M. No. of Passengers Outbound From
Ontario: _____

TRAVELDATA INTERNATIONAL

Study No. T1118-84
February 22, 1985

1985 ONTARIO EXIT SURVEY

Train

We want to serve you better!

The Ontario Ministry of Tourism and Recreation is conducting a survey of visitors to the province. Please take a few moments to answer the following questions. Our interviewer will be back to collect the questionnaire in about 20 minutes.

Thank you for your help!

PLEASE PRINT

1. Where is your regular place of residence?

(CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY) _____

2. How many people are there in your immediate travel party? That is, how many people including yourself are travelling together?

1 [] IF YOU CHECK HERE YOU CAN SKIP TO Q.4.
YOU DO NOT HAVE TO ANSWER QUESTION 3.

2 or more (SPECIFY NUMBER) _____

- 3-a) How many different households are represented in this party?

(NUMBER) _____ households

- 3-b) If there are two or more households travelling together, how many members of your household are travelling together on this trip? (Don't forget to include yourself.)

_____ persons

EVERYONE

4. Including yourself, how many of the persons in your household travelling on this trip are ...

Age 15 or older? _____

Age 7 - 14? _____

Age 6 or under? _____

OFFICE USE ONLY

Location of Questionnaire Distribution:

Scheduled bus 12

Chartered bus 13

Date: _____
(HOUR) (DAY) (MONTH)

Train 14

Carrier/Service: _____ / _____ to _____
(CARRIER) (ORIGIN OF SERVICE) (DESTINATION OF SERVICE)

5. Thinking about your entire trip, not just this leg of your journey, please tell me your main destination away from home? (IF YOU HAVE MORE THAN ONE DESTINATION, ENTER NAME OF PLACE FARTHEST FROM HOME.)

(CITY/TOWN) (PROVINCE/STATE) (COUNTRY)

6. Is your main destination over or under 50 miles away from home?

Over 50 miles [] Under 50 miles []

7. If your main destination in Q.5 was in Ontario, skip to Q.8. If your main destination was not in Ontario, what was your main destination within Ontario? (IF YOU HAVE MORE THAN ONE DESTINATION, ENTER NAME OF PLACE FARTHEST FROM HOME.)

(MAIN DESTINATION IN ONTARIO (WRITE CITY/TOWN))

IF NO MAIN DESTINATION IN ONTARIO (you may have been just passing through):
CHECK HERE []

EVERYONE

- 8-a) Where did you first enter Ontario on this trip? Please specify the highway, airport, train station, bus depot or port.

(HIGHWAY/TERMINAL/STATION/DEPOT/PORT)

Check one:
[] Highway (private vehicle)
[] Highway (bus)
[] Airport
[] Train station
[] Water port

IF RESIDENT OF CANADA OR THE UNITED STATES SKIP TO Q.9. ALL OTHERS ANSWER Q.8-b).

- 8-b) Before entering Ontario did you stop at all in or visit...

	<u>Yes</u>	<u>No</u>
...the United States?	[]	[]
...any other Canadian province?	[]	[]

EVERYONE

9. How many nights in total is your trip away from home?

_____ nights

None--day trip [] **IF CHECK HERE, SKIP TO QUESTION 12.
DO NOT ANSWER Q.'s 10 OR 11.**

10. How many nights were spent in Ontario?

_____ nights

None--day trip [] **IF CHECK HERE, SKIP TO QUESTION 12.
DO NOT ANSWER Q.11.**

11-a) Thinking of the nights you have spent in Ontario, in which city or town did you first stay overnight, and how many nights did you stay there at that time?

(TOWN/CITY) _____ (NO. OF NIGHTS) _____

-b) And what type of accommodation did you mainly stay in or use during that first stop in Ontario? (CHECK ONE ONLY.)

Code Number		
1.	FRIENDS/RELATIVES	[]
2.	HOTEL/MOTOR HOTEL	[]
3.	HOTEL	[]
4.	RESORT LODGE	[]
5.	COMMERCIAL COTTAGE/CABIN	[]
6.	PRIVATE COTTAGE	[]
7.	CAMPING/TRAILER	[]
8.	OUTFITTER/OUTPOST	[]
9.	MARINA/UNORGANIZED ANCHORAGE	[]

c) Now, for each additional stop overnight or longer in Ontario, please enter below the city or town, the number of nights you spent there and the type of accommodation used.

FOR ADDITIONAL STOPS		TYPE OF ACCOMMODATION (ENTER CODE NUMBER FROM 1 TO 9 THAT APPLIES FROM ABOVE LIST IN 11-b)
NEAREST CITY/TOWN	NUMBER OF NIGHTS	
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

EVERYONE

12-a) What was your main purpose for visiting Ontario? (RECORD IN COLUMN -a) BELOW.)

	(a) Main Purpose (Check One Only)	(b) Other Purposes	
Visiting friends or relatives	[]	[]	1
Recreation/pleasure	[]	[]	2
Shopping	[]	[]	3
Personal business	[]	[]	4
Convention	[]	[]	5
Other business	[]	[]	6
NO OTHER PURPOSES	[]	[]	7

12-b) What were the other purposes of this trip, if any? (RECORD IN COLUMN -b ABOVE. CHECK MORE THAN ONE, IF APPLICABLE.)

13. Please look over the list below and check all of those activities, if any, you or any household members with you engaged in while in or around your main destination in Ontario.

If you had no main destination in Question 7, please check all of those activities you or any household members with you engaged in while passing through the province.

(CHECK AS MANY ACTIVITIES AS APPLY.)

- Engaged in ...
1. Outdoor/sporting activity []
 2. Sightseeing/touring []
 3. Personal business []
 4. Business/conventions []
- Went ...
5. Shopping []
 6. To a restaurant to eat []
 7. On boat/rail tours []
 8. To historical sites []
- Attended ...
9. Sporting events []
 10. Museums/galleries []
 11. Exhibitions/fairs/special events .. []
 12. Attractions/zoos/amusement parks .. []
 13. Live theater/dance/music concerts . []
 14. Visited with friends/relatives []
 15. Other activities []

- 14-a) We will also find it helpful to know something of your travel expenses, including those of other household members with you. First, were any of the items listed below paid for in whole or in part before arriving in Ontario, either by cash, cheque or credit card?

IN COLUMN -a), BELOW, CHECK ALL THOSE ITEMS WHICH WERE PURCHASED BEFORE ENTERING ONTARIO. IF YOU CHECK "NONE" SKIP TO QUESTION 15 AND DO NOT ANSWER Q. S 14-b), -c) OR -d).

	(a) Prepaid Items	(b) As Package Or Tour		(c) Amount for Each Bought Separately	Are these Amounts in: (CHECK ONE)
			Separately		
Transportation (air, train, bus, or ship)					
1 * Canadian carrier/ company	[]	[]	[]	_____	Canadian \$ []
2 * Other carrier/ company	[]	[]	[]	_____	American \$ []
3 Auto rental	[]	[]	[]	_____	Other currency?
4 Accommodation	[]	[]	[]	_____	(SPECIFY CURRENCY)
5 Food	[]	[]	[]	_____	
6 Entertainment	[]	[]	[]	_____	
7 NONE	[]	SKIP TO Q. 15			

- 14-b) Which of the prepaid items checked in -a), above, were paid for separately, and which, if any, were bought together as a prepaid package or prepaid tour? (RECORD IN SECTION -b) ABOVE.)

- 14-c) What was the total amount paid, by all household members, for each of the items you purchased separately, if any, before entering Ontario? (FOR EACH ITEM CHECKED "SEPARATELY" IN -b) SECTION ABOVE, RECORD AN AMOUNT IN -c) SECTION.)

IF ANY ITEMS ARE PART OF A PACKAGE OR TOUR in Q.14-b)--GO BACK TO SECTION 14-b) ON PREVIOUS PAGE AND COME--ANSWER Q.14-d). OTHERWISE SKIP TO Q.15.

14-d) What was the total amount paid, for all household members, for the prepaid package or tour?

Total Amount

Is this amount in...

Canadian \$ []

American \$ []

Other Currency? []

(SPECIFY CURRENCY)

15-a) Now please record below your best estimate of all spending while in Ontario by you and other household members in each of the following categories. Please include all spending in the province, whether paid for by cash, travellers cheque or credit card. Do not include any of the prepaid expenses you may have included in Q.14.

	Amount Spent in Ontario	Are these Amounts in...
Air transportation		Canadian \$ []
• Canadian carriers/companies ...		American \$ []
• Other carriers/companies		Other Currency? []
Train, bus, ship		
• Canadian carriers/companies ...		
• Other carriers/companies		(SPECIFY CURRENCY)
Automobile expenses (gas, oil repairs, car rental, etc.)		
Local transportation (taxi, bus, subway, etc)		
Accommodation (excluding food)...		
Food or beverage		
Recreation or pleasure		
All other purchases or spending		

15-b) (ANSWER ONLY IF THIS LINE IS \$300 OR MORE:) Were there any individual items bought in this last amount which cost \$300 or more? Please specify these items below.

NONE []

16-a) Thinking of the 6 months prior to this visit to Ontario, do you recall seeing or hearing any advertising for vacation travel in Ontario before you left home?

No

[] IF CHECK HERE,

Yes []

Don't Know

[] SKIP TO Q.17.

16-b) Where was that advertising seen or heard? Check as many as apply.

1 Brochure	[]	6 T.V.	[]
2 Magazine advertisement	[]	7 Billboard	[]
3 Newspaper advertisement	[]	8 Travel agency	[]
4 Booklet/supplement in newspaper	[]	9 Ontario Travel Centre	[]
5 Radio	[]	Other (PLEASE SPECIFY)	

-c) To what degree did seeing or hearing that advertising... (READ EACH STATEMENT AND CHECK ANSWER WHICH APPLIES.)

	To A Large Degree	To A Small Degree	Not At All
• Prompt you to find out more about Ontario?	[]	[]	[]
• Influence your decision to travel to Ontario?	[]	[]	[]
• Help you decide which places or attractions to visit?	[]	[]	[]
	1	2	3

EVERYONE.

17-a) Had you, or any household members with you, visited Ontario before this trip?

Yes []

No [] IF CHECK HERE, SKIP TO Q.18.

-b) In what year was that last visit?

1985 [] 2

1981 [] 6

1984 [] 3

1980 [] 7

1983 [] 4

1979 [] 8

1982 [] 5

1978 or earlier [] 9

Now, a few questions to help describe the people we have asked to fill out this questionnaire.

18. Could you please check your age and highest education attained. Then, if there are other persons in your household travel party, please describe each of the other people age 15 and over, starting with the oldest first.

	All Adults Age 15+						
	Self	Others: Oldest	Next Oldest	Next Oldest	Next Oldest	Next Oldest	
<u>Sex</u>							
Male	[]	...	[]	...	[]	...	[] 1
Female	[]	...	[]	...	[]	...	[] 2
<u>Age</u>							
15 to 19 years	[]	...	[]	...	[]	...	[] 1
20 to 24 years	[]	...	[]	...	[]	...	[] 2
25 to 34 years	[]	...	[]	...	[]	...	[] 3
35 to 44 years	[]	...	[]	...	[]	...	[] 4
45 to 54 years	[]	...	[]	...	[]	...	[] 5
55 to 64 years	[]	...	[]	...	[]	...	[] 6
65 years and over	[]	...	[]	...	[]	...	[] 7
<u>Highest Education Attained</u>							
Elementary/public school .	[]	...	[]	...	[]	...	[] 1
High school	[]	...	[]	...	[]	...	[] 2
Post-high school (non-university)	[]	...	[]	...	[]	...	[] 3
University	[]	...	[]	...	[]	...	[] 4
OTHER (PLEASE SPECIFY) _____							

19. What is the occupation of the chief wage earner in your household? I don't mean the name of the company, but just the type of job and type of company.

(TYPE OF JOB) _____ in _____ (TYPE OF COMPANY)

IF RETIRED, CHECK HERE ... ☐ ... AND ANSWER: What was his/her occupation before he/she retired?

(TYPE OF JOB) _____ in _____ (TYPE OF COMPANY)

20. Could you please check the total income of your household before taxes in 1984.

Less than \$12,000	☐	1	Is this amount in...
\$12,000 to \$17,999	☐	2	Canadian \$ ☐
\$18,000 to \$23,999	☐	3	American \$ ☐
\$24,000 to \$29,999	☐	4	Other currency? ☐
\$30,000 to \$39,999	☐	5	(If other please enter currency
\$40,000 to \$49,999	☐	6	and amount below)
\$50,000 to \$59,999	☐	7	
\$60,000 or over	☐	8	(CURRENCY) _____ (AMOUNT) _____

21. In total, how many people contributed to that income in 1984?

1 ☐ 2 ☐ 3 ☐ 4 or more ☐ individual(s)

22. What comments would you like to make, either positive or negative, about your stay in Ontario?

Thank you for your help. Please accept the enclosed "Yours To Discover" bumper sticker as a token of our appreciation.

At some point in the future we may want to contact some of the people surveyed for additional information. May we contact you if necessary?

Yes ☐ No ☐

What is your...

Name: _____

No./Street: _____ Apt.: _____

Town/City: _____ Province/State/Country: _____

Postal/Zip Code: _____ Phone: _____

Once again, thank you very much for your help.

APPENDIX VI
CONFIDENCE INTERVALS

Confidence Intervals

The following two tables (Table A and Table B) outline the confidence intervals for a range of projections of person trips. These confidence intervals are the intervals within which the true or population value underlying the projection may be expected to fall with a 95 percent probability.

Throughout the summary tables found in this report, results are basically given in two forms: in actual person trips or as a percentage.

Table A is designed to give the confidence interval in person trips for an observed result which is stated in terms of person trips. Table B is designed to give the confidence interval as a percentage for an observed result which is stated in terms of a percentage.

Thus the confidence interval will be indicated in two ways:

Table A: the projected number of person trips plus or minus a certain number of person trips.

i.e., 5,000 person trips $\pm$ 200 person trips which is
4,800 to 5,200 person trips

Table B: the percentage observed plus or minus a certain percentage.

i.e., 75 percent $\pm$ 5 percent
which is 70 percent to 80 percent

These intervals should be read as follows: "The true value for the population as a whole will fall within the range specified, from the projection/percentage minus the number, to the projection/percentage plus the number, with a 95 percent probability."

To read Table A:

- 1) Look for the base (in person trips) on the summary table.
- 2) On Table A, find this number (or the one closest to it) in the column headed "Base: Person Trips".
- 3) If you wish to know the confidence interval for the base of the summary table, read across to the figure in the column headed "100%". For example, look at "Table 1: Total Visitors" of this report under the column titled "Person Trips". Notice that the base for this table is 25,142 person trips. To determine the confidence interval in person trips for this figure look down the column in Table A titled "Base: Person-Trips ('000)" for the closest figure. In this case it is 25,000. Since the 25,142 figure in Table 1 is the base for that entire column, look across on Table A to the column marked "100%". This is the margin of error for the 25,142 figure. The margin of error is 1,500 person trips, therefore the confidence interval is 23,642 ($25,142 - 1,500$) to 26,642 ($25,142 + 1,500$). This should be read as "there is a 95 percent probability that the true answer falls between 23,642 person trips and 26,642 person trips" (remember these figures are in thousands as well).

- 4) If you wish to know the confidence interval for any other projection on the summary table, determine the proportion of this projection to the base, and then read across to the figure in the appropriate column. For example, again from "Table 1: Total Visitors" of this report, under the column headed "Person Trips", the figure for the first quarter is 3,823 person trips. To determine the confidence interval in person trips for this figure it is first necessary to determine its proportion of the base figure of 25,142 person trips. Since the proportion is 15.2 percent, look down the column in Table A closest to this figure. In this case, 15 percent is right between the 10% and 20% columns, so it is better to be conservative and round upwards to 20% to have a larger margin of error.

The original figure of 3,823 person trips is closest to the 4,000 figure found in the "Base" column of Table A. Where the "4,000 Person Trips" row and the "20%" column meet is the margin of error of 165 person trips. Therefore, the confidence interval is 3,658 ($3,823 - 165$) to 3,988 ($3,823 + 165$). This should be read as "there is a 95 percent probability that the true answer falls between 3,658 person trips and 3,988 person trips."

To read Table B:

- 1) Look for the base (in person trips) on the summary table.
- 2) On Table B, find this number (or the one closest to it) in the column headed "Base: Person Trips".

- 3) To determine the confidence interval for any percentage on the summary table, read across to the figure in the column headed by a percentage which is closest to the one from the summary table. For example, again from "Table 1: Total Visitors" of this report under the column titled "Person Trips", the figure for the first quarter is 15.2 percent. To determine the confidence interval for this figure, look for the base upon which the percentage was calculated (in this case, 25,142 person trips). Look for the closest number to this in the column "Base: Person Trips ('000) in Table B (in this case, 25,000). Read across the row to the column headed by a percentage closest to 15.2 percent. Here it is right between the "20%" and "10%" columns so it will be best to use the "20%" column since it is more conservative in its estimate of the margin of error. The margin of error is 2.0 percent; therefore, the confidence interval for the 15.2 percent figure in Table 1 is 13.2 percent ($15.2\% - 2.0\%$) to 17.2 percent ($15.2\% + 2.0\%$). This should be read as "there is a 95 percent probability that the true answer falls between 13.2 percent and 17.2 percent".

Table A

CONFIDENCE INTERVALS

(Margin of error for observed projections in person trips, at the 95 percent probability level)

Base: Person Trips ('000)	Proportion of Base: Person Trips ('000)											
	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	5%	1%
200	57	65	64	60	56	51	45	38	29	19	13	5
400	87	97	95	90	83	75	66	55	43	28	18	7
600	113	125	121	115	106	95	83	69	54	35	23	9
800	136	149	145	136	125	113	98	82	63	40	26	10
1,000	158	172	166	156	144	129	112	93	72	46	30	12
2,000	256	273	261	244	223	199	172	142	108	68	44	17
4,000	423	441	418	388	352	312	267	219	165	102	65	24
6,000	574	590	557	514	464	410	350	284	213	131	82	30
8,000	713	727	683	629	567	498*	424	344	256	156	98	35
10,000	845	856	803	737	662	581	493	399	296	180	111	40
12,000	970	977	915	838	752	658	558	450	333	201	124	44
14,000	1,088	1,091	1,020	933	836	731	618	497	368	221	136	48
16,000	1,200	1,200	1,120	1,023	916	800	676	543	400	240	147	52
18,000	1,304	1,301	1,213	1,107	990	864	729	586	430	258	158	55
20,000	1,400	1,394	1,299	1,185	1,059	924	779	625	459	274	167	58
25,000	1,500	1,500	1,400	1,279	1,145	1,000	845	679	500	300	184	65

* Read "If the observed result on a base of 8,000 person trips is 4,000 person trips (i.e., 50% of 8,000), then there is a 95 percent probability that the true answer falls between 3,502 (4,000 - 498) and 4,498 (4,000 + 498).

Table B

CONFIDENCE INTERVALS

(Margin of error for observed projections in person trips, at the 95 percent probability level)

Base: Person Trips ('000)	Observed Result in Percent											
	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	5%	1%
200	28.5	32.5	32.0	30.0	28.0	25.5	22.5	19.0	14.5	9.5	6.5	2.5
400	21.8	24.3	23.8	22.5	20.8	18.8	16.5	13.8	10.8	7.0	4.5	1.8
600	18.8	20.8	20.2	19.2	17.7	15.8	13.8	11.5	9.0	5.8	3.8	1.5
800	17.0	18.6	18.1	17.0	15.6	14.1	12.3	10.3	7.9	5.0	3.3	1.3
1,000	15.8	17.2	16.6	15.6	14.4	12.9	11.2	9.3	7.2	4.6	3.0	1.2
2,000	12.8	13.7	13.1	12.2	11.2	10.0	8.6	7.1	5.4	3.4	2.2	0.9
4,000	10.6	11.0	10.5	9.7	8.8	7.8	6.7	5.5	4.1	2.6	1.6	0.6
6,000	9.6	9.8	9.3	8.6	7.7	6.8	5.8	4.7	3.6	2.2	1.4	0.5
8,000	8.9	9.1	8.5	7.9	7.1	6.3*	5.3	4.3	3.2	2.0	1.2	0.4
10,000	8.5	8.6	8.0	7.4	6.6	5.8	4.9	4.0	3.0	1.8	1.1	0.4
12,000	8.1	8.1	7.6	7.0	6.3	5.5	4.7	3.8	2.8	1.7	1.0	0.4
14,000	7.8	7.8	7.3	6.7	6.0	5.2	4.4	3.6	2.6	1.6	1.0	0.3
16,000	7.5	7.5	7.0	6.4	5.7	5.0	4.2	3.4	2.5	1.5	0.9	0.3
18,000	7.2	7.2	6.7	6.2	5.5	4.8	4.1	3.3	2.4	1.4	0.9	0.3
20,000	7.0	7.0	6.5	5.9	5.3	4.6	3.9	3.1	2.3	1.4	0.8	0.3
25,000	6.0	6.0	5.6	5.1	4.6	4.0	3.4	2.7	2.0	1.2	0.7	0.3

* Read "If the observed result on a base of 8,000 person trips is 50 percent, then there is a 95 percent probability that the true answer falls between 43.7 percent (50% - 6.3%) and 56.3 percent (50% + 6.3%)."